



*For You... a bright new world of Wallpapers*

E A R L • R O E B U C K A N D C O .





## ACCLAIMED THE SMARTEST WALLPAPERS OF THE SEASON!

*Win praise in preview for architects,  
decorators, and fashion editors*



Popular home furnishing adviser of *Farmer's Wife* magazine, Orrine Johnson, is delighted with Sears new papers. "I am amazed to see how smartly both designs and colors have been handled," she says.

Copyright 1939 by Sears, Roebuck and Co.

All that is new in wallpaper! The colors . . . the designs . . . the latest fashion trends! Just what smart women everywhere want . . . just what they are choosing! You'll find them all between the covers of this book. Indeed, there is "A bright new world of wallpapers" for YOU, the women of America . . . who love the beautiful . . . know the correct . . . and insist on the best.

A leading newspaper's Home Furnishings Editor says, "We were frankly astonished at the beautiful wallpapers now available at a fraction of the price you'd naturally expect to pay for such distinctive patterns." Little wonder Color-Perfect papers are winning the endorsement of people who know every phase of interior decoration.



The country's best fashion and color experts have worked hand in hand with Sears buyers to create these new 1939 Color-Perfect wallpapers . . . outstanding papers that will set new standards in smart decoration . . . and a new "high" in value!

Turn the pages of this book! Look at every design! See the beautiful new color tones . . . then visualize them on the walls of your home! You'll smile at the light-hearted, gay novelty designs . . . delight over the clear-cut, distinctive Moderns. You'll agree that the trend to companion papers is a clever one! They bring perfect harmony to adjoining rooms . . . or two designs may be used in the same room for a smart new effect, doing three walls in one design and the fourth in the other.

You'll thrill to the exquisite beauty of elegant floral masterpieces . . . to the excellent 18th Century reproductions . . . You'll like the simple dignity of colonial designs . . . welcome the grand, new assortment of 30-inch "easy-to-hang" plaster effects.

You'll be years ahead in decorating with 1939 Color-Perfect wallpapers! Whether your home is large or small, simple or lavish, you'll find in this book just the wallpaper you need to give it new distinction!



George Wallace Carr is a prominent Chicago architect, member of the American Institute of Architects and exclusive Cliff Dwellers Club. "You have given American homeowners brilliant new material for carrying out today's decorative trends in color and period design effectively and most economically," he says. "From an architect's viewpoint I can see unlimited possibilities in your new line of wallpapers."



Sears wallpaper staff, including keen stylist-in-chief Jane Miller, looked at thousands of the most beautiful designs of the year. Less than one out of ten passed their critical style judgment, were considered smart enough by them to be included in this portfolio for you and your home. That is why we know Sears 1939 wallpapers are style-right, Color-Perfect, destined for success.





## YOU'LL BE AMAZED AT SEARS LOW PRICES

*Comparison Shoppers Found Comparable Patterns Selling Elsewhere at 2 to 3 Times Sears Low Prices*

Right across the country—Color-Perfect papers were checked against other leading lines. Styles were studied—qualities judged—then prices were compared just as you would do.

The illustration above is a typical example of Sears values. One is an imported paper featured at the Paris Exposition—an outstanding example of the trend to Swedish Modern. Papers of this type normally sell in America for \$1.50 a single roll.

Page 2

The other—a 1939 Color-Perfect paper—so similar in pattern, color and quality, that it would take the eye of an expert to detect the difference—costs less than 25c a single roll at Sears. See an actual sample of it on Page 27.

There are scores of similar examples. Our shoppers had to pay as much as 40c a single roll for washable papers comparable in quality to Color-Perfect papers, which sell for less than 15c. Only through tremendous purchases and our “straight-line” distribution can Sears bring you such savings.



# YET YOU CAN'T BUY BETTER AT ANY PRICE

The men who make wallpaper for Sears don't know the price you pay and they don't care to know. Their business is to make wallpapers of the best quality that years of experience and scientific research have taught them how to make. Today as always, Sears Color-Perfect papers combine high-grade paper, quality inks, fine clays, and fast-to-light dyes to give you as fine wallpapers as money can buy. And careful printing and rigid inspection assure a degree of perfection usually associated only with higher priced papers. Feel the weight of the papers in this book. Test their washability. Compare them quality-for-quality wherever you will. You'll find that Color-Perfect wallpapers not only save you money but give you extra service.



The average home may be papered for as little as \$2 down and \$2 a month on Sears Easy Terms. Even the finest papers cost only a little more each month. Don't limit your selection. Redecorate three or four rooms, instead of one or two. Or, select merchandise from any Sears catalog and make up an order of \$10 or more including wallpaper. See order blank in back of book, for full information about Easy Terms.



**SERVICEABLE.** All Sears Color-Perfect Wallpapers are printed on good, heavy serviceable paper stock. This means greater ease in handling, less chance of tearing, and longer service. Many of Sears papers are actually heavier than is considered standard by the wallpaper industry.



**WASHABLE.** Sears washable papers are printed on 10 to 18-oz. stock. They meet or exceed U. S. Government standards. The colors are water-fast. Finger marks and spots can easily be removed with mild soap and water. This feature enables you to clean and freshen patterns whenever they become soiled. In homes with children, Sears washable papers will be found especially desirable. The washable quality costs little at Sears low prices.



**FADEPROOF.** To advertise a wallpaper as "fadeproof" the U. S. Bureau of Standards requires that colors stay bright for 24 hours in the Fadeometer. This means the equivalent of at least two years of sunlight in the average home. This standard is rigorously maintained at Sears. Color-Perfect papers are Fadeproof—colors keep their life and brilliance.





**(1) Apply Paste** after measuring, matching, and cutting paper in proper lengths. Smooth paste on evenly—semi-trimmed edge keeps it from spreading to face of paper.



**(2) Next fold paper** with the two ends toward the middle after paste has been applied. Be sure to get edges even so you can remove semi-trimmed edge easily.



**(3) Then remove edge** by creasing paper along perforations and tearing off strip. Semi-trimmed edge comes off cleanly, leaving paper even and pasted, to the edge.



**(4) Hang paper** on the walls. You'll find it easy to match with Sears Pattern-matching marks... easy to handle because it's printed on good standard quality paper.

# IT'S SO EASY TO HANG

*anyone can do it*

It's easy to hang Color-Perfect Wallpaper! The famous Semi-Trimmed edge and the clear pattern-matching marks make it easy for you to do a professional-looking job even if you have never hung wallpaper before. Sears pioneered the Semi-Trimmed wallpaper and years of actual experience by thousands of users have proved its superiority. You can trim Color-Perfect wallpaper without the use of tools—just like tearing apart two postage stamps. Complete and easy-to-follow instructions for hanging paper are included with every wallpaper order. By reading them carefully before you start you will save time and do a better job, more easily.

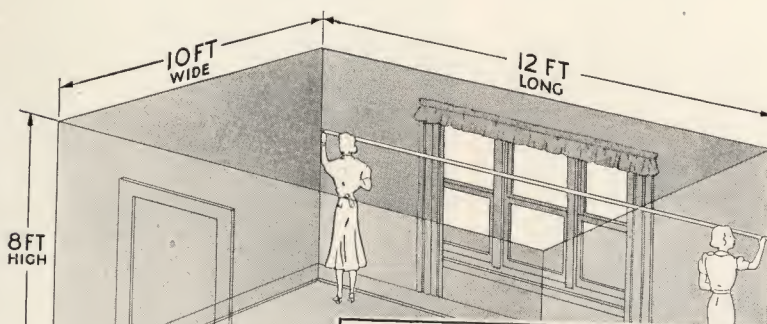
Remember, when you hang Color-Perfect Wallpaper you save two ways—you save on Sears low prices and you save the usual paper hanger's bill. Anyone can hang this paper with the assurance of getting a perfect match.

For longer lasting and more satisfactory wallpaper we suggest that you buy the better quality, heavier weight Washable papers. They not only last longer but you have the added feature of being able to keep them free of smudges and finger marks. Sears Easy Terms also make it convenient to buy the better quality papers because it costs only a few cents more each month when wallpaper is included in an Easy Payment Order.

# AND JUST AS EASY TO FIGURE

*how much*

It is easy to figure how much paper you will need for any room. Simply measure the length and width of the room you wish to paper, and then measure the height of the ceiling from the base-board. The chart shown below immediately tells you just how much wallpaper you need. In the room illustrated at the left of the chart, you would need 6 double rolls of sidewall, 2 double rolls of ceiling and 16 yards of border. But, the note at the right of the chart tells you that this room would require less sidewall because of the 3 single windows and the door. In fact, you can deduct one double roll of sidewall because of these four openings.



## How to Figure Odd Shaped Rooms and Hallways

If your room is irregular in shape or larger than shown on the chart at right, obtain the number of square feet of wall space to be papered, and divide by 60. This will give you the number of double rolls needed. Use this method also to figure the paper for long hallways.

Size of Room in Feet	Double Rolls of sidewall necessary according to height of rooms			Yards of Border	Double Roll of Ceiling	Size of Room in Feet	Double Rolls of sidewall necessary according to height of rooms			Yards of Border	Double Roll of Ceiling	Size of Room in Feet	Double Rolls of sidewall necessary according to height of rooms			Yards of Border	Double Roll of Ceiling
	8 Ft.	9 Ft.	10 Ft.				8 Ft.	9 Ft.	10 Ft.				8 Ft.	9 Ft.	10 Ft.		
8x8	4	5	5	12	1	10x16	7	7	8	19	3	14x15	7	8	9	21	4
8x10	5	5	6	14	2	12x12	6	7	8	18	3	14x16	8	9	10	22	4
8x12	5	6	6	15	2	12x14	7	7	8	19	3	14x18	8	9	10	23	4
8x14	6	6	7	16	2	12x16	7	8	9	21	4	15x15	8	9	10	22	4
9x10	5	5	6	14	2	12x18	8	9	9	22	4	15x16	8	9	10	22	4
9x12	5	6	7	16	2	13x13	7	7	8	19	3	15x18	8	9	10	24	5
9x14	6	7	7	17	2	13x14	7	8	8	20	3	15x20	9	10	11	25	5
9x16	6	7	8	18	3	13x15	7	8	9	21	4	16x16	8	9	10	23	4
10x10	5	6	6	15	2	13x16	7	8	9	21	4	16x18	9	10	11	24	5
10x12	6	6	7	16	2	13x18	8	9	10	22	4	16x20	9	10	11	26	5
10x14	6	7	8	18	3	14x14	7	8	9	20	4	16x24	11	12	14	27	7

## HOW TO ALLOW FOR WINDOWS AND DOORS

This chart does not allow for door and window openings. Deduct 1 double roll of sidewall for every 4 single doors or windows. We supply only double length rolls because they cut with less waste than single rolls. It's always wise to order an extra roll or two. You may need it for future repairs or patching.



# The Border is the Thing

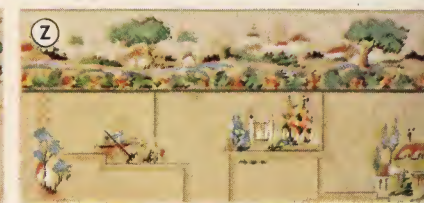
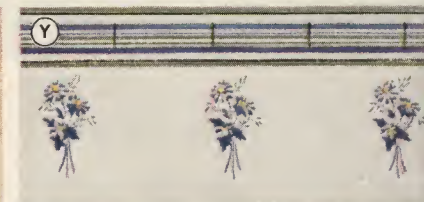
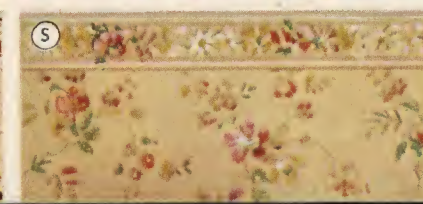
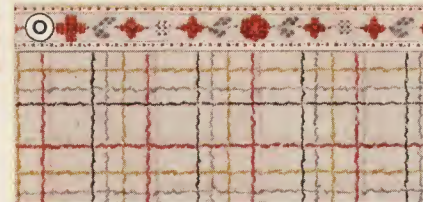
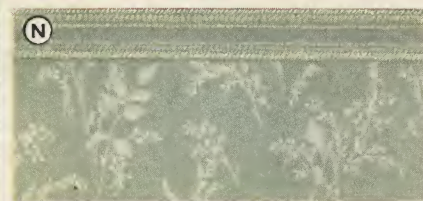
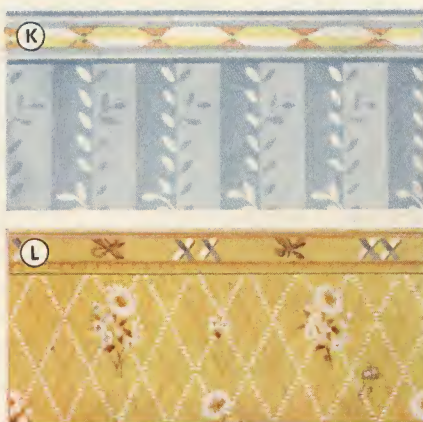
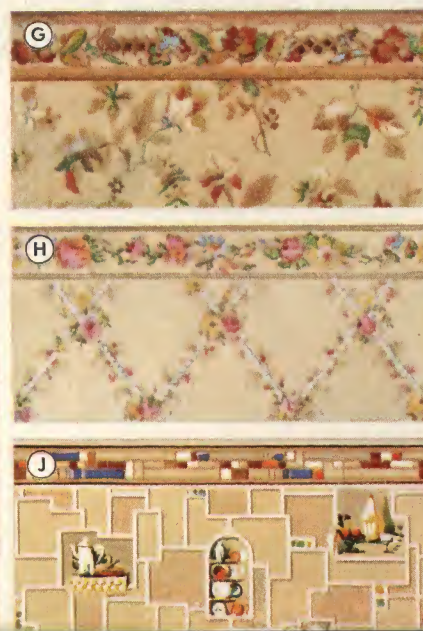
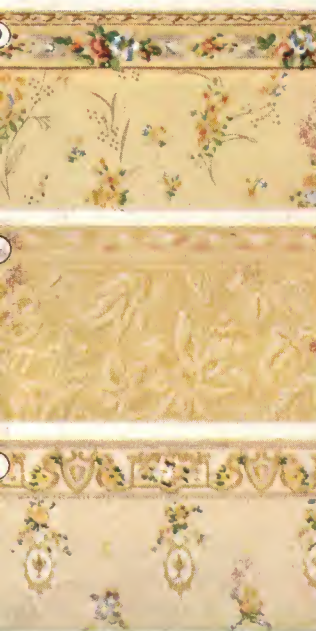
Give your room a finished, professional look with a smart border! Every paper shown in this book has a matching border equally as attractive as those illustrated here. See how each one carries out the theme of the sidewall paper . . . how it complements the design . . . how it is colored to match it perfectly! Borders give that necessary touch of "rightness" to your rooms . . . are easy to hang . . . make you proud of yourself as your own decorator! Be sure to include a matching border on your order for Color-Perfect Wallpaper!



## Smart swag border . . . 9 inches wide

Softly crushed silk and garlands of flowers draped together create this fashionable border suggested for use with the plain colored, embossed sidewall paper shown on Page 34.

53 A 29655—Border. As illustrated above. 9 in. wide. Shpg. wt., 2 oz. Per yard.....7c



Page 5

COLOR-PERFECT  
Wallpapers  
FOR 1939



# Novelty Papers are News



They're interesting!  
They're cheerful!  
They're distinctive!  
The "Karl and Kristina" pattern 53 A 9613 is an excellent example of the trend to the peasant motif in decoration. The figures have been enlarged to show you the design and color. Actually, they are only six inches in height.

25¢

Single Roll

Shown in Tan on Page 42  
53 A 9609P—Sidewall Dbl. roll. Wt. 2 lbs. 8 oz. . . 50¢  
53 A 49609P—Border 4 in. wide. Wt. 1 oz. Yd. . . 6¢  
53 A 9988—Ceiling Dbl. roll. Wt. 2 lbs. 8 oz. . . 36¢

12¢

Single Roll

In Four Colors! Page 53  
53 A 9429G—Sidewall Dbl. Roll. Wt. 2 lbs. . . 25¢  
53 A 49429G—Border 1½ in. wide. Wt. 1 oz. Yd. . . 5¢  
53 A 9938—Ceiling Dbl. roll. Wt. 2 lbs. . . . . 25¢

Chambray Weave, Page 55  
53 A 9405Y—Sidewall Dbl. roll. Wt. 2 lbs. . . 25¢  
53 A 49405Y—Border 2¼ in. wide. Wt. 1 oz. Yd. . . 5¢  
53 A 9938—Ceiling Dbl. roll. Wt. 2 lbs. . . . . 25¢

## COMPANION PAPERS...A SMART, NEW DECORATING TREND



The trend is to Swedish Modern!

18¢

SINGLE ROLL

53 A 9523 T—Sidewall. Double roll. Shipping weight, 2 lbs. 8 oz. . 36¢  
53 A 49523 T—Border. 2½ inches. Shipping wt., 1 oz. per yard . 6¢  
53 A 9974—Ceiling. Double roll. Shipping weight, 2 lbs. 8 oz. . 36¢

18¢

SINGLE ROLL

Neat plaids for a companion!

53 A 9525—Sidewall. Double roll. Shipping weight, 2 lbs. 8 oz. . 36¢  
53 A 49525—Border. 2½ inches. Shipping wt., 1 oz. per yard . 6¢  
53 A 9976—Ceiling. Double roll. Shipping weight, 2 lbs. 8 oz. . 36¢

15¢

SINGLE ROLL

Floral monotone in blue on Page 18

53 A 9467 P—Sidewall. Double roll. Shipping weight, 2 lbs. . . 30¢  
53 A 49467 P—Border. 2½ inches. Shipping wt., 1 oz. per yard . 5½¢  
53 A 9962—Ceiling. Double roll. Shipping weight, 2 lbs. . . 30¢

Companion stripes for adjoining room

15¢

SINGLE ROLL

53 A 9469 P—Sidewall. Double roll. Shipping weight, 2 lbs. . . 30¢  
53 A 29469 P—Border. 5¼ inches. Shipping wt., 1 oz. per yard . 5½¢  
53 A 9962—Ceiling. Double roll. Shipping weight, 2 lbs. . . 30¢

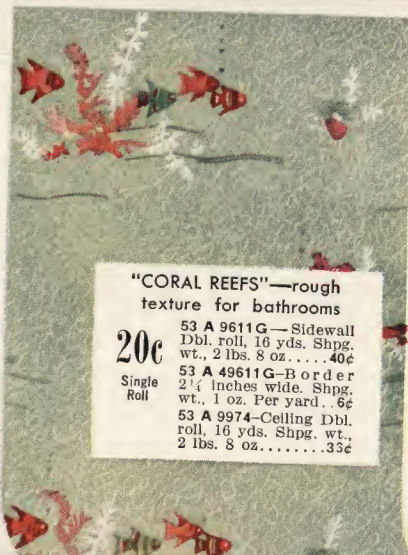


"KARL AND KRISTINA"  
gay, peasant colors!

20¢

Single Roll

53 A 9613—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 40¢  
53 A 49613—Border 2 inches wide. Shpg. wt., 1 oz. Per yard. . . 6¢  
53 A 9938—Ceiling Dbl. roll. Wt. 2 lbs. . . . . 25¢  
556 Page 6



"CORAL REEFS"—rough texture for bathrooms

20¢

Single Roll

53 A 9611G—Sidewall Dbl. roll, 16 yds. Shpg. wt., 2 lbs. 8 oz. . . 40¢  
53 A 49611G—Border 2¼ inches wide. Shpg. wt., 1 oz. Per yard. . 6¢  
53 A 9974—Ceiling Dbl. roll, 16 yds. Shpg. wt., 2 lbs. 8 oz. . . . . 36¢



"MEXICO"—colorful, for dinette or child's room

15¢

Single Roll

53 A 9415—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 30¢  
53 A 49415—Border 2 inches wide. Shpg. wt., 1 oz. Per yard. . . 5½¢  
53 A 9962—Ceiling Double roll, 16 yds. Shpg. wt., 2 lbs. . . 30¢



"MANHATTAN"—a smart design for moderns

25¢

Single Roll

53 A 9647—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 50¢  
53 A 49647—Border 2 inches wide. Shpg. wt., 1 oz. Per yard. . . 6¢  
53 A 9974—Ceiling Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36¢



## Large Patterns Lend Distinction

Large patterns in wallpaper give rooms a character of richness and elegance. A smart stripe is used here in the adjoining room. Both papers may also be used in one room, doing three walls in one design and the fourth in the other. Note how perfectly the colors in each paper harmonize.



### Modern Classic Design

**20c**  
Single Roll  
53 A 9649—Sidewall Dbl. roll. Shpg. wt., 2 lbs. 8 oz. . . . 40c  
53 A 49649—Border 1½ in. wide. Wt. 1 oz. Yd. 6c  
53 A 9988—Ceiling Dbl. roll. Wt. 2 lbs. 8 oz. 36c

### Also Shown on Page 64

**7½c**  
Single Roll  
53 A 9221—Sidewall Dbl. roll. Wt. 2 lbs. 15c  
53 A 49221—Border 2 in. wide. Shpg. wt., 1 oz. Yard. . . . 4c  
53 A 9908—Ceiling Dbl. roll. Wt. 2 lbs. . . . 15c

### Stripes! See Page 50

**12½c**  
Single Roll  
53 A 9425B—Sidewall Dbl. roll. Wt. 2 lbs. 25c  
53 A 49425B—Border 2½ in. wide. Shpg. wt., 1 oz. Yard. . . . 5c  
53 A 9938—Ceiling Dbl. roll. Wt. 2 lbs. . . . 25c

## FOR PERFECT COLOR HARMONY IN ADJOINING ROOMS



### Late 18th Century French design

**15c**  
SINGLE ROLL  
53 A 9465—Sidewall. Double roll. Shipping weight, 2 lbs. . . 30c  
53 A 49465—Border. 2½ inches. Shipping wt., 1 oz. per yard . 5½c  
53 A 9962—Ceiling. Double roll. Shipping weight, 2 lbs. . . 30c

### Chinoiserie for traditional elegance!

**18c**  
SINGLE ROLL  
53 A 9591—Sidewall. Double roll. Shipping weight, 2 lbs. . . 36c  
53 A 49591—Border. 3½ inches. Shipping wt., 1 oz. per yard . 6c  
53 A 9988—Ceiling. Double roll. Shipping weight, 2 lbs. . . 36c

### See actual sample on Page 28

**18c**  
SINGLE ROLL  
53 A 9503—Sidewall. Double roll. Shipping weight, 2 lbs. 8 oz. . 36c  
53 A 29503—Border. 4½ inches. Shipping weight, 1 oz. per yard . 6c  
53 A 9988—Ceiling. Double roll. Shipping weight, 2 lbs. 8 oz. . 36c

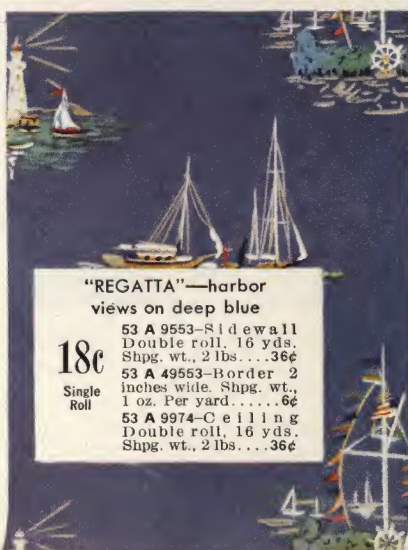
### Lovely colors in this romantic scenic!

**18c**  
SINGLE ROLL  
53 A 9501—Sidewall. Double roll. Shipping weight, 2 lbs. . . 36c  
53 A 49501—Border 3 inches. Shipping weight, 1 oz. per yard . 6c  
53 A 9988—Ceiling. Double roll. Shipping weight, 2 lbs. . . 36c



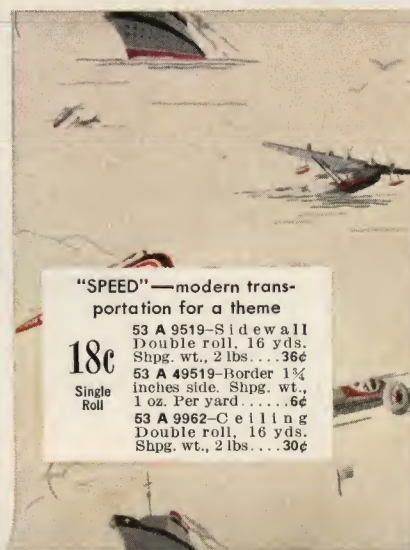
### "PASTORALE" for your dining room or hall

**18c**  
Single Roll  
53 A 9557—Sidewall Double roll. 16 yds. Shpg. wt., 2 lbs. . . 36c  
53 A 49557—Border 2 inches wide. Shpg. wt., 1 oz. Per yard. . . . 6c  
53 A 9938—Ceiling Double roll, 16 yds. Shpg. wt., 2 lbs. . . 25c



### "REGATTA"—harbor views on deep blue

**18c**  
Single Roll  
53 A 9553—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36c  
53 A 49553—Border 2 inches wide. Shpg. wt., 1 oz. Per yard. . . . 6c  
53 A 9974—Ceiling Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36c



### "SPEED"—modern transportation for a theme

**18c**  
Single Roll  
53 A 9519—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36c  
53 A 49519—Border 1½ inches wide. Shpg. wt., 1 oz. Per yard. . . . 6c  
53 A 9962—Ceiling Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36c



### "DUDE RANCH"—for the boy's room

**18c**  
Single Roll  
53 A 9551—Sidewall Double roll, 16 yds. Shpg. wt., 2 lbs. . . 36c  
53 A 49551—Border 1½ inches wide. Shpg. wt., 1 oz. Per yard. . . . 6c  
53 A 9964—Ceiling Dbl. roll. Wt. 2 lbs. . . 30c  
Page 7 556



# HOW WALLPAPER CAN SOLVE YOUR *Decorating* PROBLEMS

Make small rooms larger . . . dark rooms lighter . . . large rooms cozier! You *can* do this by choosing wallpaper of the right color and design. These decorating hints will guide you in selecting the right **COLOR-PERFECT** wallpaper for your home . . . help you to make your rooms more cheerful and livable . . . make you proud of your ability as a decorator!



## SUGGESTIONS FOR COMBINING COLORS

A brief study of the color wheel will show you the basic principles of color harmony. You can build your color scheme around "opposite" contrasting colors—note how perfectly the colors in opposite positions on the wheel go together. You can also achieve perfect decoration by using several "related" colors (those adjoining each other on the wheel). These two methods are demonstrated below.



"Related" colors (Nos. 3, 4, 5), with just a touch of green for contrast, have been used here to create the smart decorating scheme shown in the illustration at the left. No. 5 in the color wheel was used as the predominating color for the wallpaper, Nos. 3 and 4 appear in the rug and furniture.



"Opposite" colors (Nos. 6, 12, 11) in this illustration are combined to make a smart living room in the conventional manner. Walls take as their basic color No. 6, and No. 12 is carried out in furniture and drapes. The rug takes a deeper tone of blue, No. 11, a pleasing combination of cold and warm colors.



A paper with a small motif for your rooms with dormer windows. Then, you can paper without losing the design.



Landscapes or definitely patterned papers for your larger rooms! They tend to "hold" the walls together . . . give a cozy atmosphere.



Stripes for rooms with low ceilings! They make the room look ever so much higher. We have many attractive stripes in this book.



Choose a neat design for your smaller rooms. They lend an air of spaciousness and make the room seem larger than it really is!



Richly ornate designs are the right choice for your rooms with dadoes . . . to get the proper contrast to the plain lower wall.



Yellow and other warm colors bring the sunshine into your dark rooms. Use bright color to make them more cheerful.



Create an illusion of depth by using two designs in one room. . . a pattern on one wall, neat plaid or stripes on the other three.



Cool tones of blue for your rooms facing the south or west . . . tend to offset the warm sun . . . make the room livable.

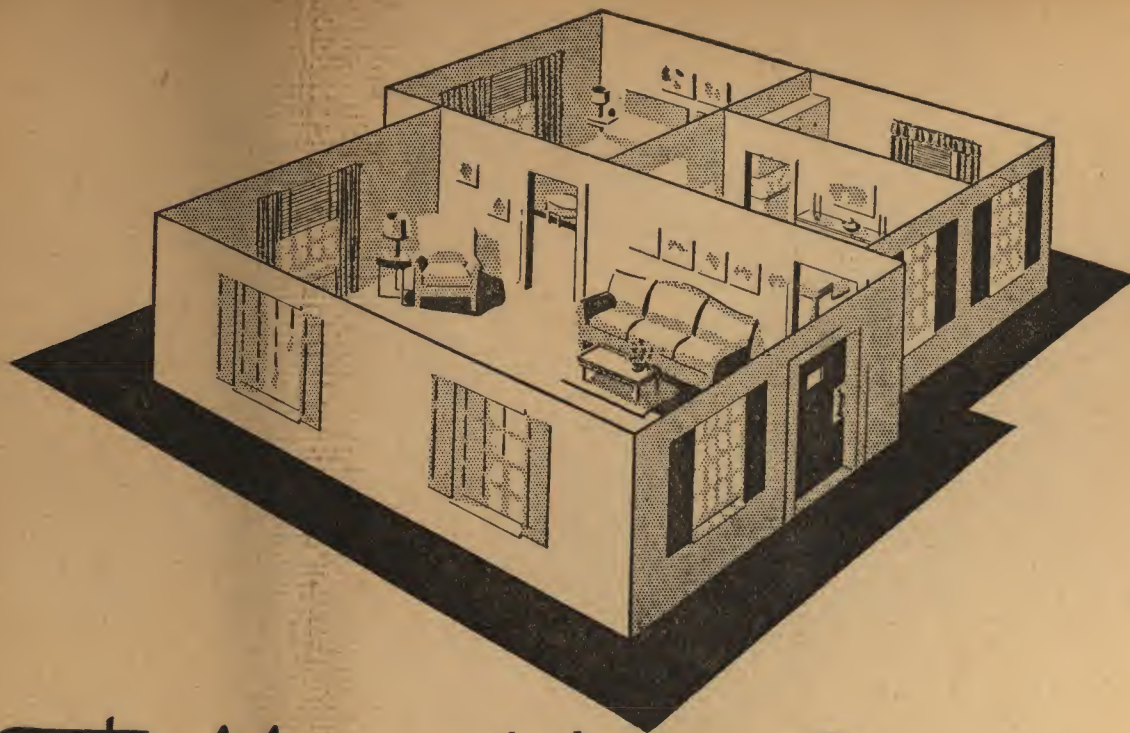


Rooms with high ceilings become cozy and intimate when you paper your ceiling in a deep-toned paper instead of plain white.





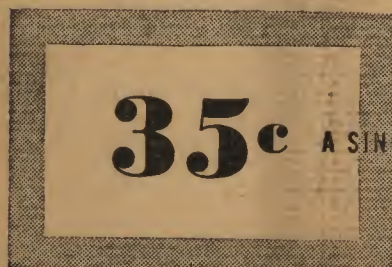




## The Modern Woman Decorates



She's a clever person . . . who goes places, does things . . . who knows what's happening in the world of decoration. Whether she decorates a powder room in a glamorous sheath of silver with the sophisticated pattern on the other side of this page, or re-papers a kitchen or spare room in a thrifty 6c selection (see Page 65), she knows that her choice of Color-Perfect wallpaper will be in good taste as well as a smart economy. "SOPHISTICATION"—the ultimate in wallpaper design is her selection for a powder room or alcove. Papers like this sell for as high as \$1.75 a roll elsewhere. See Page 34, for a peach ceiling paper, or choose the white ceiling, 53 A 9974, listed below.



**35c** A SINGLE ROLL

SEE CHART ON  
PAGE 4 FOR  
AMOUNT NEEDED

### SIDEWALL PAPER

53 A 9615—Double roll of 16 yards, 18 inches wide.  
Shpg. wt., 2 lbs. 8 oz. . . . . 70c

### BORDER TO MATCH

53 A 49615—Measures 2½ inches wide. Shipping  
weight, 1 ounce. Per yard. . . . . 6c

### CEILING PAPER

53 A 9974—Double roll of 16 yards, 18 inches wide.  
Shpg. wt., 2 lbs. 8 oz. . . . . 36c

THIS IS THE BACK OF "SOPHISTICATION" PATTERN NO. 9615

SEARS, ROEBUCK AND CO.



**THIS IS SEARS FAMOUS SEMI-TRIMMED EDGE**

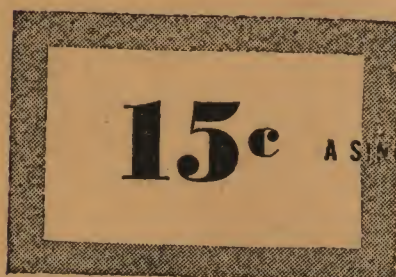
MAKES COLOR-PERFECT WALLPAPER EASIER TO HANG. SEE PAGE 4

UNIFORMS TO SPEC. NO. CS16-29105 DEPT. OF COMMERCE



# ★ CHOOSE A PLAIN PAPER FOR CONTRAST!

Muted heather tones with the texture and hand woven look of tweed . . . tailors rooms in smart simplicity! The choice of the Modern Woman who wants plain walls to contrast definitely-patterned papers in adjoining rooms. She may choose it as a background for colorful furnishings or her favorite pictures, but wherever she uses it, she makes this choice with the assurance of decoration in the best taste. There's no matching problem with "TWEED." The famous Semi-Trimmed edge is shown here . . . see how easily it tears off. Saves hours in trimming.



WASHABLE • FADEPROOF • SEMI-TRIMMED

COST OF PAPER  
FOR AVERAGE ROOM  
\$2.98

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

### SIDEWALL PAPER

53 A 9457—Double roll of 16 yards,  
18 in. wide. Shpg. wt., 2 lbs. 8 oz. 30¢

### BORDER TO MATCH

53 A 9457—1½ inches wide. Shpg.  
wt., 1 oz. Per yard. . . . . 5½¢

### CEILING PAPER

53 A 9962—Double roll of 16 yards,  
18 in. wide. Shpg. wt., 2 lbs. 8 oz. 30¢

THIS IS THE BACK OF "TWEED" PATTERN NO. 9457

SEARS, ROEBUCK AND CO.



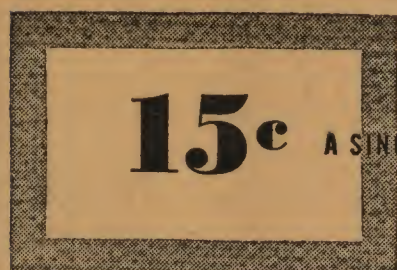






# ★ CONSERVATIVE MODERN! PRACTICAL, TOO!

The fashion rightness of browntones on a neutral background . . . the textured effect . . . the modern design . . . these are but a few of the qualities the Modern Woman sees in this "BITTER-SWEET" design. She finds it equally at home in her living room or hall . . . perfectly suitable for her dining room too. She likes its mellowness to reflect her good taste . . . the touches of orange and green that give it warmth . . . the shaded block effect of the background . . . the assurance it gives her of a beautiful wall wherever she uses it. Embossed for an interesting textured effect.



WASHABLE • FADEPROOF • SEMI-TRIMMED

COST OF PAPER  
FOR AVERAGE ROOM  
\$2.98

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

## SIDEWALL PAPER

53 A 9455—Double roll of 16 yards, 18 in. wide. Shpg. wt., 2 lbs. 8 oz. . . . 30¢

## BORDER TO MATCH

53 A 49455—2 inches wide. Shpg. wt., 1 oz. Per yard . . . . . 5 1/2¢

## CEILING PAPER

53 A 9964—Double roll of 16 yards, 18 in. wide. Shpg. wt., 2 lbs. 8 oz. . . . 30¢



THIS IS THE BACK OF "BITTERSWEET" PATTERN NO. 9455

SEARS, ROEBUCK AND CO.

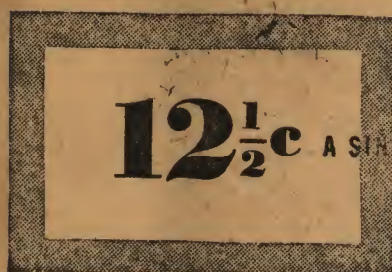






# ★ YELLOW BRINGS IN THE SUNSHINE!

The Modern Woman knows the importance of color in decoration . . . chooses for her north bedrooms a paper that is as bright as the sun itself. She hasn't overlooked the fact that the combination of brown and yellow is exceedingly smart . . . that this design with its rope diagonals and floral bouquets is equally good, decoratively, for large or small rooms. A WASHABLE and FADEPROOF quality . . . that will stay as bright and cheerful as you see it here . . . that will radiate warmth and color from the walls of rooms that would otherwise be dark. See it used in a room scene on Page 8.



WASHABLE • FADEPROOF • SEMI-TRIMMED

COST OF PAPER  
FOR AVERAGE ROOM  
\$2.55

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
9x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

## SIDEWALL PAPER

53 A 9403—Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . .25c

## BORDER TO MATCH

53 A 49403—See Border L, Page 5, 2 in. wide. Shpg. wt., 1 oz. Per yard. . . .5c

## CEILING PAPER

53 A 9938—Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . .25c

THIS IS THE BACK OF "RADIANCE" PATTERN NO. 9403

SEARS, ROEBUCK AND CO.









# ELEGANT! EXQUISITE! IN TWO COLORS!

New trends in smart wallpaper design combine in this superb wall covering for bedrooms! The Modern Woman sees them at once . . . the large floral motif . . . the striped effect . . . the delicate colorings . . . sees them all in the giant sweet peas caught up by ribbons that stream from the ceiling to the floor in the effect of stripes, dividing the walls into pastel panels of loveliness. Choose from exquisitely cool, dusty tones of **GREEN** or **ORCHID**. Either will add a note of refinement to your bedroom decoration . . . either will transform mere wall space into a background of enchantment. For the amount and cost per room refer to the room chart on Page 28.

**WASHABLE • FADEPROOF • SEMI-TRIMMED**

## SIDEWALL PAPER

53 A 9513—**GREEN** 53 A 9511—**ORCHID**  
Double roll of 18 yards, 18 inches wide. 36¢  
Shipping weight, 2 lbs. . . . .

## BORDER TO MATCH

53 A 39513—**GREEN** 53 A 39511—**ORCHID**  
4 inches wide. Shpg. wt., 1 oz. Per yard. . . . . 6¢

## CEILING PAPER

53 A 9988—**White**. For both sidewall colors.  
Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 36¢



SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
"RIBBON STREAMERS" PATTERN NO. 9513

Page 16

## NET CEILING IN FIVE COLORS!

Choose this delightful ceiling paper in blue for the pink sidewall shown at the right. You'll like the effect of color overhead. Pink net is effective with the blue sidewall. Select it for use with other sidewalls too.

53 A 9944—**PINK** 53 A 9942—**YELLOW**  
53 A 9950—**BLUE** 53 A 9948—**GREEN**  
53 A 9946—**GRAY**

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 25¢







# CLEVER! AMUSING! DELIGHTFUL!

The creation of a Hollywood artist who turned her talents from moving pictures to design this amusing paper! It's light-hearted, gay . . . the choice of the modern woman. She likes the theme of the modern Romeo serenading his demurely modern Juliet . . . the houses of amusing proportion . . . the stiffly starched flowers . . . she knows they will delight the "young moderns" of the household. Choose PINK or BLUE. The blue net ceiling shown on Page 16 is suggested with the pink sidewall . . . pink net with the blue sidewall. A white ceiling paper for use with either color, is listed below.

**WASHABLE • FADEPROOF • SEMI-TRIMMED**

## SIDEWALL PAPER

53 A 9471P—PINK      53 A 9471B—BLUE  
Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. . . . . 25¢

## BORDER TO MATCH

53 A 49471P—PINK      53 A 49471B—BLUE  
1¾ inches wide. Shpg. wt., 1 oz. Per yard. . . . . 5¢

## CEILING PAPER

53 A 9938—WHITE, for both sidewall colors.  
Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. . . . . 25¢



THIS IS THE BACK OF  
"JEUNE FILLE" PATTERN NO. 9471P



SEARS, ROEBUCK AND CO.

## CHOOSE FROM FIVE COLORS!

Colored net ceilings add a delightful touch of color to your decorating scheme. The gray tone is suggested with the "MAGNOLIA GARDENS" pattern in blue or pink on Page 18. Use this net ceiling with other sidewall papers in this book.

53 A 9944—PINK      53 A 9942—YELLOW  
53 A 9950—BLUE      53 A 9946—GREEN  
53 A 9948—GRAY

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 25¢

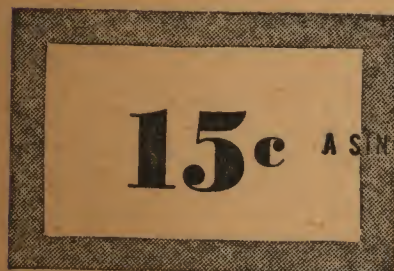






# ★ TWO SUPERB COLORS! WITH A COMPANION STRIPE

The magnificence of the magnolias, heavy with their own fragrance and beauty, is contrasted with a smart stripe . . . both papers pictured below. Exquisitely colored in celestial BLUE, like this sample, or in dusty PINK, shown on Page 6. There's perfect harmony in the superb color tones . . . perfect contrast in moods . . . both destined for distinctive decoration, for your living room, dining room, hall, or bedroom . . . whether you use them together or separately. Choose a gray net ceiling as shown on Page 17, or white ceiling 53 A 9962 (listed below) with either sidewall color.



WASHABLE • FADEPROOF • SEMI-TRIMMED

COST OF PAPER  
FOR AVERAGE ROOM  
\$2.98

## AMOUNT AND COST PER ROOM

Refer to the room chart on Page 4 for the number of rolls you'll need to paper with either of these designs.

### FLORAL SIDEWALL

53 A 9467B—Blue 53 A 9467P—Pink  
Double length roll of 16 yards, 18  
inches wide. Shpg. wt., 2 lbs. . . . .30¢

### BORDER TO MATCH

53 A 49467B—Blue 53 A 49467P—Pink  
2½ inches wide. Shipping wt., 1 oz.  
Per yard. . . . .5½¢

### CEILING PAPER

53 A 9962—For colors listed above.  
Double length roll of 16 yards, 18  
inches wide. Shpg. wt., 2 lbs. . . . .30¢

### COMPANION STRIPE SIDEWALL

53 A 9469B—Blue 53 A 9469P—Pink  
Double length roll of 16 yards, 18  
inches wide. Shpg. wt., 2 lbs. . . . .30¢

### BORDER TO MATCH

53 A 29469B—Blue 53 A 29469P—Pink  
5¼ inches wide. Shipping wt., 1 oz.  
Per yard. . . . .5½¢

### CEILING PAPER

53 A 9962—For colors listed above.  
Double length roll of 16 yards, 18  
inches wide. Shpg. wt., 2 lbs. . . . .30¢

THIS IS THE BACK OF "MAGNOLIA GARDENS" PATTERN NO. 9467B

SEARS, ROEBUCK AND CO.



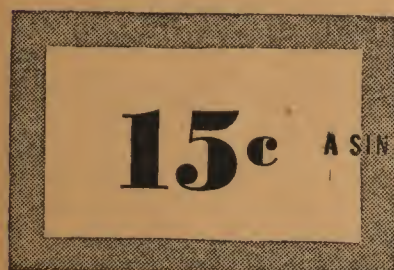






# ★ THE PEASANT NOTE IS A GAY ONE!

Because the Modern Woman is so aware of fashion trends, she knows the importance of the peasant influence in fashions . . . chooses this gay "TYROLEAN" design to dress her walls in charm. She sees in it a perfect background for the furnishings in her kitchen or dinette . . . visualizes its cordiality in her hall . . . knows how delightful it will be in a bedroom with maple furniture. She likes its homespun texture . . . its bright colors that lend themselves to clever decorating schemes . . . the note of gaiety to bring happiness to her home. One of the smart Color-Perfect papers for 1939!



WASHABLE • FADEPROOF • SEMI-TRIMMED

COST OF PAPER  
FOR AVERAGE ROOM  
\$2.98

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

### SIDEWALL PAPER

53 A 9461—Double roll of 16 yards, 18 in. wide. Shpg. wt., 2 lbs. 8 oz. . . . 30¢

### BORDER TO MATCH

53 A 49461—2 inches wide. Shipping wt., 1 oz. Per yard. . . . 51/2¢

### CEILING PAPER

53 A 9962—Double roll of 16 yards, 18 in. wide. Shpg. wt., 2 lbs. 8 oz. . . . 30¢

THIS IS THE BACK OF "TYROLEAN" PATTERN NO. 9461

SEARS, ROEBUCK AND CO.









# THIS SPLENDID PAPER IS 30 INCHES WIDE!

Every year, this 30-inch width becomes more popular! Little wonder, either, because the extra width enables you to paper your rooms with fewer seams . . . with less handling of the paper. There's excellent decoration in store for you with this brocaded paper! Touches of color are deftly applied by a special coloring process that recesses the warm tones . . . retains the natural rich look of plaster on the high spots. Adds a quality of depth to the walls . . . makes an interesting background for your furnishings. Choose it with perfect assurance of its blending with your decorative scheme, whatever it is. **WASHABLE** quality that makes practical walls . . . **FADEPROOF**, so it keeps its fresh color. See the papers on Pages 21, 22, 23, 24, and 35, too!

**WASHABLE  
FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is actually about 29 inches wide.

Size of Room 9-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$3.81
10x12 ft.	4	2	16	4.68
10x14 ft.	4	3	18	5.16
12x14 ft.	4	3	19	5.22
12x16 ft.	5	4	21	6.45
14x16 ft.	5	4	22	6.51
14x18 ft.	6	4	23	7.32

**53A9873 — SIDEWALL** Triple roll of 15 yards, 30 inches wide. Shpg. wt., 3 lbs. 8 oz. . . . . **75c**

**53A59873 — BORDER**  $2\frac{3}{4}$  inches wide. Shipping weight, 1 oz. Per yard . . . . . **6c**

**53A9976 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

**25¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$4.68

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9873

SEARS, ROEBUCK AND CO.







# BUY WALLPAPER ON EASY PAYMENTS!

You can buy this excellent 30-inch plaster effect, or any of the other attractive wallpapers in this book, on Easy Payments! Your order must amount to \$10.00 or more, or include wallpaper with your Easy Payment order for other merchandise. Select papers for your whole home instead of just a room or two. It's easy to do when you can pay in small monthly installments . . . and just as easy to select the papers from this 1939 collection of Color-Perfect Wallpaper. No matching problem with this rough plaster effect. It's a practical choice for your home . . . blends with any decorating scheme. The neutral tone with warm touches of color promises interesting walls. In the popular 30-inch width that papers your rooms with fewer seams!

**WASHABLE  
FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is actually about 29 inches wide.

<b>53A 9831 — SIDEWALL</b>	Triple roll of 15 yards; 30 inches wide. Shpg. wt., 3 lbs. 8 oz. ....	<b>75c</b>
<b>53A 59831 — BORDER</b>	$2\frac{3}{4}$ inches wide. Shipping weight, 1 ounce. Per yard. ....	<b>6c</b>
<b>53A 9974 — CEILING</b>	Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. ....	<b>36c</b>

Size of Room 9-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$3.81
10x12 ft.	4	2	16	4.68
10x14 ft.	4	3	18	5.16
12x14 ft.	4	3	19	5.22
12x16 ft.	5	4	21	6.45
14x16 ft.	5	4	22	6.51
14x18 ft.	6	4	23	7.32

**25¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$4.68

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9831

SEARS, ROEBUCK AND CO.







# BROCADED TAPESTRY EFFECT

## 30 INCHES WIDE!

Your walls take on new elegance when they are papered in this rich brocaded tapestry effect. It has the rugged quality of a plaster paper . . . yet, the softness of a fabric . . . a combination that is decoratively rich and practical. Soft touches of terra cotta and blue have been deftly applied by a new coloring process that recesses the warm colors . . . leaves the high spots in the light tone . . . gives an effect of depth to the walls, enhances the beauty of the fabric effect. This paper has more than its share of good qualities, because it's the popular 30-inch width that covers your walls with fewer seams . . . is sold in triple length rolls to save you waste in cutting. Consult the chart below for the amount and cost of decorating with this paper.

**WASHABLE**  
**FADEPROOF • SEMI-TRIMMED**

### AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is actually about 29 inches wide.

<b>53 A 9871 — SIDEWALL</b>	Triple roll of 15 yards, 30 inches wide. Shpg. wt., 3 lbs. 8 oz. ....	<b>75c</b>
<b>53 A 59871 — BORDER</b>	See Border V, Page 5. $2\frac{3}{4}$ inches wide. Shipping wt., 1 ounce. Per yard. ....	<b>6c</b>
<b>53 A 9974 — CEILING</b>	Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. ....	<b>36c</b>

Size of Room 9-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$3.81
10x12 ft.	4	2	16	4.68
10x14 ft.	4	3	18	5.16
12x14 ft.	4	3	19	5.22
12x16 ft.	5	4	21	6.45
14x16 ft.	5	4	22	6.51
14x18 ft.	6	4	23	7.32

**25¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$4.68

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9871

SEARS, ROEBUCK AND CO.







# EXTRA HEAVY QUALITY WITH A SCENIC MOTIF

One of the most popular 30-inch wallpapers ever offered! It combines the scenic motif of a landscape paper with a rough plaster texture . . . fashions a paper so unusual, so "different" that you'll want it in your home. The neutral tone makes it adaptable to practically any decorating scheme . . . the 30-inch width makes it easy to hang . . . means less handling. It's embossed on a heavy quality paper that covers up cracks in the walls . . . leaves them smooth-looking. It is possible to decorate in good taste for a small investment . . . the kind of decoration that will win praise and admiration. Practical, too, because it's **WASHABLE** . . . soiled spots can be wiped off . . . **FADEPROOF**, so it will keep its delicate coloring.

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is actually about 29 inches wide.

<b>53A9845 — SIDEWALL</b>	Triple roll of 15 yards; 30 inches wide. Shpg. wt., 3 lbs. 8 oz. ....	<b>75c</b>
<b>53A49845 — BORDER</b>	$2\frac{3}{4}$ inches wide. Shipping weight, 1 ounce. Per yard. ....	<b>6c</b>
<b>53A9974 — CEILING</b>	Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. ....	<b>36c</b>

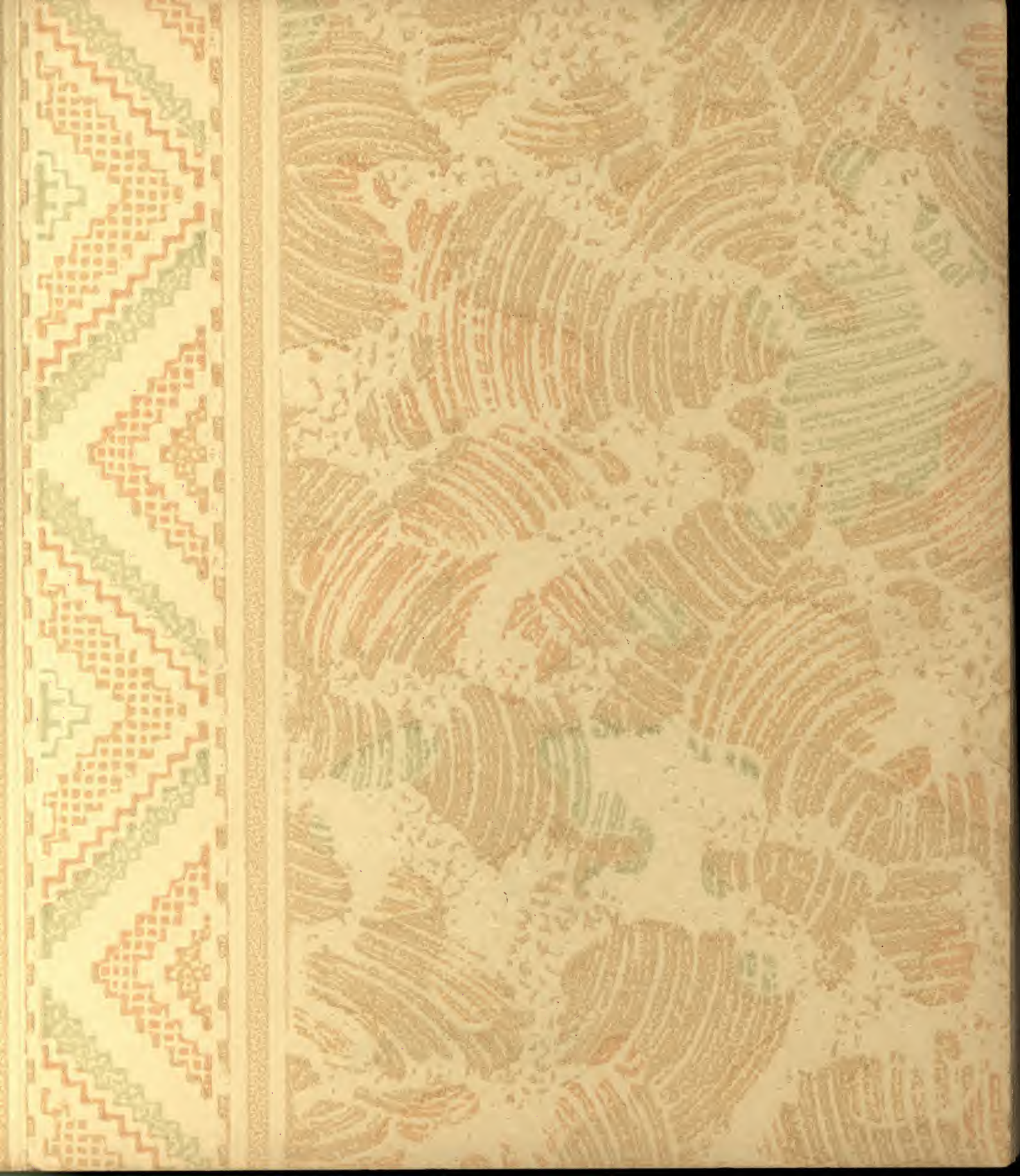
Size of Room 9-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$3.81
10x12 ft.	4	2	16	4.68
10x14 ft.	4	3	18	5.16
12x14 ft.	4	3	19	5.22
12x16 ft.	5	4	21	6.45
14x16 ft.	5	4	22	6.51
14x18 ft.	6	4	23	7.32

**25¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$4.88

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9845

SEARS, ROEBUCK AND CO.







# A NEW PLASTER EFFECT— 30 INCHES WIDE

A plaster paper, so real looking that you'll believe your walls have just been finished by a professional plasterer! It has the "swirl" look and stippled effect of plaster . . . with touches of orange and green for a quality of warmth. Fewer seams on your walls when you use this 30-inch width . . . and less handling of the paper . . . no matching either. Printed on an extra heavy paper that covers the cracks in your walls . . . leaves them smooth and new looking. Has many advantages over real plaster. It's **WASHABLE** . . . so you can wipe away smudges . . . it's **FADEPROOF** . . . will retain the freshness and color you see here. Choose it for any room in the house. You'll be pleased with the decorative effect you achieve with this practical, plaster effect.

**WASHABLE  
FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is, actually about 29 inches wide.

- 53A9833 — SIDEWALL** Triple roll of 15 yards; 30 inches wide. Shpg. wt., 3 lbs. 8 oz. . . . . **60c**
- 53A59833 — BORDER** 3¼ inches wide. Shipping weight, 1 ounce. Per yard. . . . . **6c**
- 53A9976 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

Size of Room 9-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$3.36
10x12 ft.	4	2	16	4.08
10x14 ft.	4	3	18	4.56
12x14 ft.	4	3	19	4.62
12x16 ft.	5	4	21	5.70
14x16 ft.	5	4	22	5.76
14x18 ft.	6	4	23	6.42

**20¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$4.08

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9833

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"KNOTTY PINE" PATTERN NO. 9601

# THE MELLOWNESS OF REAL WOOD!

Now you can have the effect of wood paneled walls at a mere fraction of the cost of real wood! To get this splendid reproduction a selected piece of knotty pine was photographed for the exact grain . . . then colored to look just like stained wood . . . to impart the mellowness and dignity of pine paneled walls to your rooms. A perfect choice for an Early American house . . . for a den . . . or, for a boy's room with maple furniture. Has a matching border with a hand-carved look to complete the decoration. Check the chart below to see how little it will cost you to paper with "KNOTTY PINE."

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

**53A9601—SIDEWALL PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 50¢

**53A59601—BORDER TO MATCH**  
2 inches wide. Shipping weight, 1 oz. Per yard . . . . . 6¢

**53A9976—CEILING PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.56
10x12 ft.	5	2	16	4.18
10x14 ft.	6	3	18	5.16
12x14 ft.	6	3	19	5.22
12x16 ft.	7	4	21	6.20
14x16 ft.	8	4	22	6.76
14x18 ft.	8	4	23	6.82

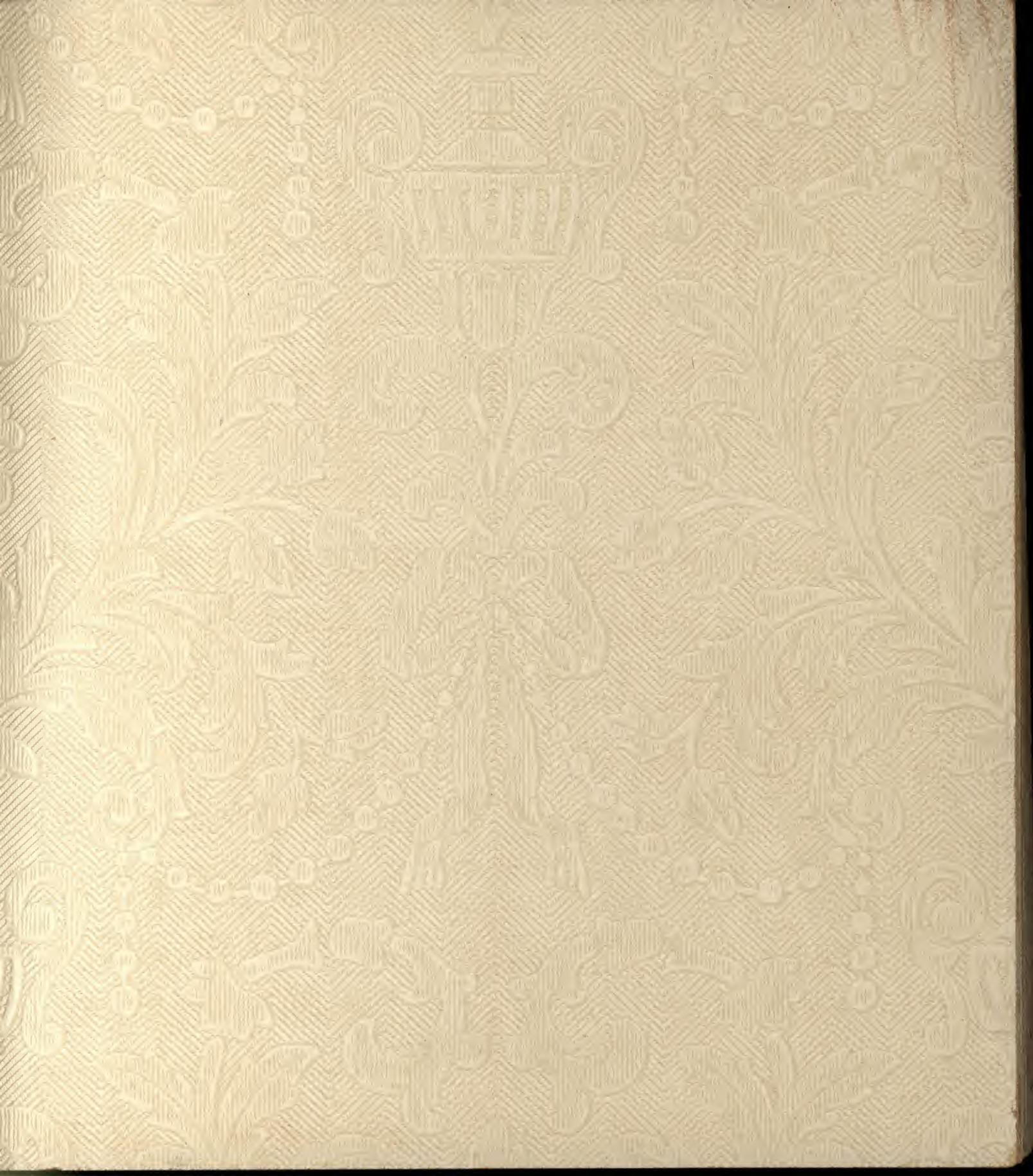
★  
**25¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$4.18

WASHABLE  
FADEPROOF • SEMI-TRIMMED









# COPY OF AN EXPENSIVE BROCADE

A luxurious wall covering with the sheen of rich, heavy silk . . . an ornately brocaded French design . . . obviously your choice for a room where you want to strike a note of elegance! Its neutral coloring makes it adaptable to any decorating scheme . . . a design that you can use with equal success in your living room, dining room, bedroom, or hall. Few papers of such elegance are so widely usable . . . will bring you so much decoration in good taste for such low cost. A perfect background for colorful furnishings and draperies . . . to make the rich setting you need to bring out their beauty. A heavy paper with an embossed surface . . . WASHABLE and FADEPROOF . . . to give you new pride in your home . . . and in your ability as your own decorator.

- 53A9617 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **40c**
- 53A49617 — BORDER**  $2\frac{1}{2}$  inches wide. Shipping weight, 1 ounce. Per yard. . . . . **6c**
- 53A9988 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.16
10x12 ft.	5	2	16	3.68
10x14 ft.	6	3	18	4.56
12x14 ft.	6	3	19	4.62
12x16 ft.	7	4	21	5.50
14x16 ft.	8	4	22	5.96
14x18 ft.	8	4	23	6.02

**20¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.68

THIS IS THE BACK OF "FRENCH BROCADE" PATTERN NO. 9617

SEARS, ROEBUCK AND CO.







# WINS ACCLAIM AT THE PARIS EXPOSITION!

The trend to Swedish Modern decoration is given added impetus with this unusually distinctive pattern. Taken from a delightful Swedish design, which attracted much attention at the Paris Exposition with its ingenious combination of a rough plaster background and unconventional floral motif! Don't hesitate to choose it for any type of smart interior. Select from a rich, creamy TAN, like the other side of this page . . . or, a smart marine BLUE . . . not shown. Both colors are equally distinctive . . . both the ultimate in wallpaper design!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### SIDEWALL PAPER

53 A 9621—Tan  
53 A 9621 B—Blue  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . 40¢

### BORDER TO MATCH

53 A 49621—Tan  
53 A 49621 B—Blue  
2½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . 6¢

### CEILING PAPER

53 A 9974—For both colors.  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.16
10x12 ft.	5	2	16	3.68
10x14 ft.	6	3	18	4.56
12x14 ft.	6	3	19	4.62
12x16 ft.	7	4	21	5.50
14x16 ft.	8	4	22	5.96
14x18 ft.	8	4	23	6.02

★  
**20¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$3.68

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.



THIS IS THE BACK OF  
"BOULEVARD" PATTERN NO. 9503

# A STRIPE! A SCENIC! CHOOSE BOTH!

It's as easy to choose wallpaper for two rooms as for one! This smart stripe is the essence of good taste in decoration by itself, and, combined with the scenic design shown opposite it, makes a splendid companion paper, too! Here's your solution to the problem of decorating adjoining rooms in perfect color harmony . . . or, try the striking new effect of using two papers in one room . . . by doing three walls in stripes, the fourth in the scenic. No matter how you use them . . . together or separately . . . either or both . . . you'll be sure of achieving the ultimate in smart decoration!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53 A 9503—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 36¢

### 53 A 29503—BORDER TO MATCH

See Border P, Page 5. 4½ inches wide. Shpg. wt., 1 oz. Per yard. 6¢

### 53 A 9988—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

★  
**18¢** A SINGLE ROLL

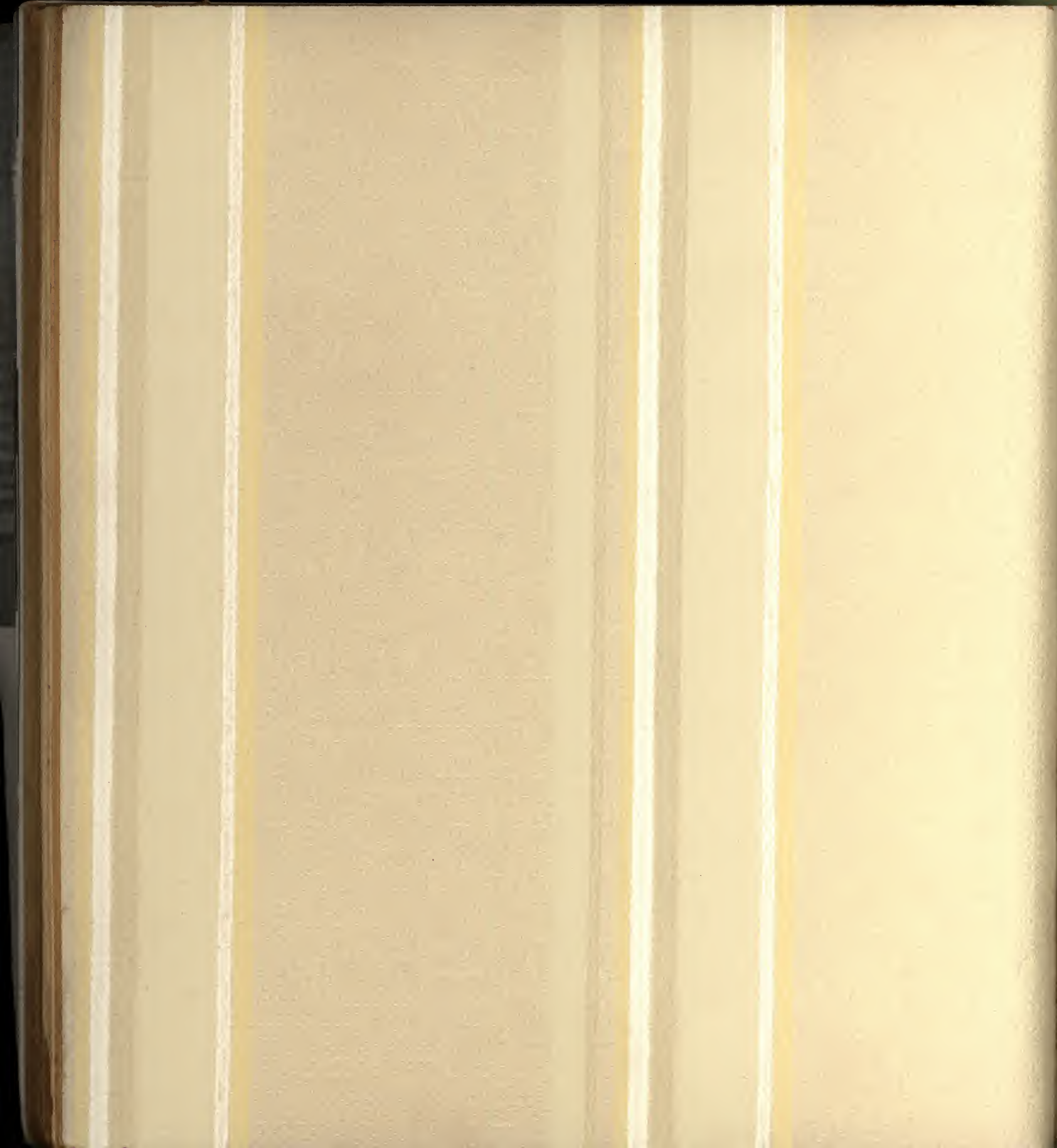
COST FOR AVERAGE ROOM \$3.48

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.











THIS IS THE BACK OF  
"BRITTANY" PATTERN NO. 9561

## NEWS IN DECORATION! COMPANION PAPERS!

Perfectly matched in coloring . . . contrasted in moods . . . are this provincial scenic design and the smart, striped paper shown on page 28. Each design is distinctive enough alone to be decoration in the best taste . . . together, an excellent companion group that makes it possible for you to achieve smart, new effects. Paper one of your downstairs rooms in the scenic, and an adjoining room in a stripe . . . or use them both in the same room, doing three walls in one design, the fourth wall, in the other. Both in lovely colors . . . both embossed with a silken sheen!

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

#### 53A9561—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 36¢

#### 53A49561—BORDER TO MATCH

2 inches wide. Shipping weight, 1 oz. Per yard. . . . . 6¢

#### 53A9988—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

★  
**18¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$3.48

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# ROUGH TEXTURED EFFECT IN NEW COLORS!

One glance at this paper, and you realize that it is definitely "different" . . . undeniably smart . . . just the paper you want for your downstairs rooms! The original design was brought from Europe . . . this excellent copy is offered to you at Sears low prices. Decidedly an unusual wall covering that is practical and beautiful, too! Its elusive swirling effect lends a splendid illusion of depth to the room. Browntones predominate . . . with touches of orange for color . . . and highlights of gold for a quality of richness. Gives an impression of good taste to your decorating scheme. Choose it for your dark rooms . . . or rooms with dark furnishings, for a colorful, interesting background. Attractive border to match is shown on the other side of this page.

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

- 53 A 9535 —SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**
- 53 A 49535SP—BORDER**  $2\frac{1}{4}$  inches wide. Shipping weight, 1 ounce. Per yard. . . . . **6c**
- 53 A 9976 —CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

**18¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.48

THIS IS THE BACK OF "IMPRESSIONS" PATTERN NO. 9535

SEARS, ROEBUCK AND CO.







# THE RICHNESS OF SOFT SILK

Exquisite, hand-painted silk inspired this lovely "CREPE DE CHINE" design! None of the beauty or sheen has been lost in transferring the design from the silk to your walls. You can see the brush marks of the painting . . . the silken threads in the gold and silver color stripes. Ethereal in coloring, with soft shades of rust and blue combined with brown tones . . . beautiful as well as practical! An embossed paper with an interesting texture that will make a rich and luxurious background for your furniture and draperies. Carry out the color theme on your ceiling by choosing a soft blue paper 53 A 9982, illustrated on page 34. Marble ceiling 53 A 9978, listed below, and illustrated on page 34 will also look well with this sidewall.

- 53 A 9563 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**
- 53 A 49563 — BORDER** Similar to Border W, Page 5. 2½ inches wide. Shpg. wt., 1 oz. Per yard . . . . . **6c**
- 53 A 9978 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

**WASHABLE  
FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

**18¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.48

THIS IS THE BACK OF "CREPE DE CHINE" PATTERN NO. 9563

SEARS, ROEBUCK AND CO.







# 2 Qualities

IN TWO COLORS, FADEPROOF AND SEMI-TRIMMED

## Not Washable

12¢

SINGLE ROLL  
NOT SHOWN

This ever popular rough plaster paper is destined for still greater popularity because, now you can choose it in the new GRAY tone, or TAN! There's no matching problem with this kind of design, which means it's easier and quicker to hang. The background tones are accented with touches of blue-green and orange that give it a quality of warmth. The NOT WASHABLE quality is the same weight and coloring as the sample shown here.

### SIDEWALL PAPER

53 A 9399—GRAY      53 A 9399T—TAN  
Double roll of 16 yards; 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 24c

### BORDER TO MATCH

53 A 49399—GRAY      53 A 49399T—TAN  
2½ inches wide. Shipping weight, 1 ounce. Per yard. . . . . 5c

### CEILING PAPER

53 A 9930—With GRAY      53 A 9932—With TAN  
Double roll of 16 yards; 18 inches wide. Shipping weight, 2 lbs. . . . . 20c

## \* Washable

18¢

SINGLE ROLL  
SAMPLE SHOWN

Choose this rough plaster effect in TAN or GRAY. Both backgrounds are touched with orange and blue-green for a colorful note. One of the most practical papers you can select for your home . . . makes a splendid background for either dark or colorful furnishings. This WASHABLE quality costs but little more, but means better service because you can wash off soiled spots. Colorful matching border is shown on the other side of this page.

### SIDEWALL PAPER

53 A 9565—GRAY      53 A 9565T—TAN  
Double roll of 16 yards; 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 36c

### BORDER TO MATCH

53 A 49565—GRAY      53 A 49565T—TAN  
2½ inches wide. Shipping weight, 1 ounce. Per yard. . . . . 6c

### CEILING PAPER

53 A 9978—With GRAY      53 A 9976—With TAN  
Double roll of 16 yards; 18 inches wide. Shipping weight, 2 lbs. 8 oz. . . . . 36c

TO ESTIMATE THE AMOUNT OF WALLPAPER REQUIRED TO PAPER ANY SIZE ROOM SEE CHART ON PAGE 4.

This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting. We quote the price of the single roll as well as the double roll, so you can easily compare prices with others . . . and see how much you save at Sears.

SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9565T  
555







# AUTUMN TONES GIVE WARMTH

Richness of coloring is the thing that makes this all-over leaf design a perfect selection for your downstairs rooms. Large, colorful leaves in warm autumn tones lend a wealth of distinction to your walls . . . with an added note of richness in the golden tracery and small leaves. "AUTUMN TWILIGHT" is the kind of design that turns mere wall space into a background of glowing richness . . . to make a perfect setting for your furnishings. An especially good design for dark rooms or rooms with dark furnishings or woodwork where there is a definite need for colorful, interesting walls! An embossed paper of good weight . . . a WASHABLE and FADEPROOF quality that will retain its freshness and brilliance for many seasons!

- 53 A 9537 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**
- 53 A 49537 — BORDER** See border W, Page 5, 2½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . **6c**
- 53 A 9978 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **36c**

**SEMI-TRIMMED**  
**WASHABLE • FADEPROOF**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

**18¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.48

THIS IS THE BACK OF "AUTUMN TWILIGHT" PATTERN NO. 9537

SEARS, ROEBUCK AND CO.







# SEVEN COLORS! FOR CEILINGS OR SIDEWALLS!

Color on your ceilings, too! It's a clever decorating trick that brings new smartness to your rooms . . . enhances the beauty of your sidewall paper. Never before have more lovely colors been offered in a plain paper! MARBLE, YELLOW, PEACH, GREEN, and BLUE, are shown on the other side of this page . . . or you can choose WHITE or CREAM, not shown, but listed below. Feel the extra heavy weight of the paper . . . the smart new "pearl" embossing! Each color will stay as lovely as you see it here, because it's FADEPROOF . . . and smudges can be wiped away with a damp cloth because it's WASHABLE! Here's a suggestion for decoration—use Peach, Green, or Blue on your sidewalls with the beautiful nine-inch swag border illustrated in the room scene on Page 5.

## CEILING OR SIDEWALL PAPER

53 A 9974—White	53 A 9978—Marble	53 A 9982—Blue
53 A 9976—Cream	53 A 9980—Yellow	53 A 9984—Green
	53 A 9986—Peach	

Double length roll of 16 yards; 18 inches wide. Shipping weight, 2 pounds 8 ounces..... **36c**

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

To determine the number of rolls you will need of this embossed wallpaper, either for sidewalls or ceilings, refer to the room chart on Page 4. We suggest that you order an extra roll or two for any patching or repairing that may be needed. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting. Sears famous Semi-Trimmed edge saves you time in trimming.

## EASY TERMS ON WALLPAPER

Wallpaper may be purchased on Sears Easy Payment plan, providing your order amounts to \$10.00 or more. Or, you may increase your order to \$10.00 or more, by selecting additional merchandise from any Sears catalog. You can decorate now . . . and pay in convenient, small monthly payments.

**18¢** A SINGLE ROLL

THIS IS THE BACK OF EMBOSSED CEILING IN CHOICE OF 7 COLORS

SEARS ROEBUCK AND CO.







# LOW PRICED 30-INCH PLASTER EFFECT!

An outstanding value in Color Perfect wallpaper for 1939! A rough plaster effect in a dainty leaf pattern that is colorful, attractive, practical . . . that gives your walls a "fabric" look so smart in decoration. Notice how deftly the touches of color have been applied . . . the warm tones are recessed, and the high spots retain the natural color . . . a combination that lends depth and color to the room. The 30-inch width means fewer seams on your walls . . . less handling of the paper . . . the extra heavy paper gives excellent coverage to cracks . . . makes your walls look smooth and new. This paper is NOT WASHABLE, but it is FADEPROOF. Choose it for decorating your darker rooms, or rooms with dark furnishings. You'll like the effect it gives!

**FADEPROOF**  
•  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

This paper is sold in triple length rolls of 15 yards (45 feet) to save you waste in cutting. Allowance has been made in the chart below for the average door and window openings. Although called "30-inch" wallpaper by dealers, it is actually about 29 inches wide.

<b>53A9811 — SIDEWALL</b>	Triple roll of 15 yards; 30 inches wide. Shpg. wt., 3 lbs. 8 oz. ....	<b>45c</b>
<b>53A59811 — BORDER</b>	2 inches wide Shipping weight, 1 ounce. Per yard.....	<b>5½c</b>
<b>53A9972 — CEILING</b>	Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. ....	<b>30c</b>

Size of Room 8-Ft. Ceiling	Triple Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	3	2	14	\$2.72
10x12 ft.	4	2	16	3.28
10x14 ft.	4	3	18	3.69
12x14 ft.	4	3	19	3.75
12x16 ft.	5	4	21	4.61
14x16 ft.	5	4	22	4.67
14x18 ft.	6	4	23	5.17

**15¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.28

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9811

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"WOODLAND SKETCHES" PATTERN NO. 9453

# A LANDSCAPE FOR INTERESTING WALLS!

Decorators have long favored scenic wallpapers because they create a definite background interest . . . tend to give the walls proper perspective . . . and, make large rooms seem cozy! "WOODLAND SKETCHES" with its neutral coloring is a perfect choice with any kind of furnishings . . . has a delicate glow of color in the tones of blue, orange, and green. Rustic scenes, groves of trees, and winding roads create a paper with an air of friendliness that will radiate hospitality. Choose it for your living room, dining room, or hall. Rich in decorative qualities . . . still, low in price!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53A9453—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

### 53A49453—BORDER TO MATCH

2½ inches wide. Shipping weight, 1 oz. Per yard. . . . . 5½¢

### 53A9964—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.48
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

★  
**15¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.98

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"SWEDISH MODERN" PATTERN NO. 9473

# VERY PRACTICAL! VERY MODERN!

The acme of perfection as a background for your downstairs rooms in the Swedish Modern manner! A wallpaper of light wood tones with flowers and leaves in a misty effect that blends into the background . . . with an all-over hairline tracery of color that will cover your walls in an aura of splendor. Deftly applied touches of green and orange merely suggest a subtle note of color. Embossed for an interesting textured effect . . . a design that can be used with other periods of decoration, too, because the neutral coloring blends perfectly with any kind of furnishings!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

**53A9473—SIDEWALL PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

**53A49473—BORDER TO MATCH**  
2¼ inches wide. Shipping weight, 1 oz. Per yard. . . . . 51½¢

**53A9964—CEILING PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.89
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

**15¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.98

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# COLOR IS IN THE LIMELIGHT!

The luscious combination of lime green and apricot whipped together with touches of gold and silver color, creates an all-purpose wall covering with the lightness of chiffon. Cool in coloring . . . refreshing in design . . . an excellent choice for your southern and western exposures where floods of sunlight can mingle with its delectable tones to sing a symphony of loveliness. You needn't hesitate in letting the rays of sunlight stream in on it, either, because it is a FADEPROOF quality that will keep its delightful color for years. Its greatest attributes are that it lends itself to practically any decorating scheme . . . and that its design and coloring is equally suitable for bedrooms or dining rooms. Use it wherever your good taste suggests.

- 53 A 9475 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **30c**
- 53 A 49475 — BORDER**  $2\frac{1}{2}$  inches wide. Shipping weight, 1 ounce. Per yard. . . . . **5 $\frac{1}{2}$ c**
- 53 A 9964 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . . **30c**

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

**15 $\frac{1}{2}$ c** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.98

THIS IS THE BACK OF "LIME CHIFFON" PATTERN NO. 9475

SEARS, ROEBUCK AND CO.







# MONOTONE PLAID IN FIVE COLORS!

# 15¢

A SINGLE ROLL

COST FOR AVERAGE  
ROOM \$2.88

Peach, blue, yellow, green, or tan for your choice! A grand selection of colors in a smart, monotone plaid wall covering. Just as appropriate for your living room as for your bedroom . . . and wherever it is used, you are certain of decoration in good taste. Shaded tones of the basic color give it a plaid effect . . . and the basketweave embossing gives it surface interest. Select the warm tones of yellow or peach for your rooms with northern and eastern exposures . . . blue or green for your southern and western rooms . . . tan where you want a neutral wall tone. Use it for rooms adjoining those where you use definitely patterned, colorful papers like 53 A 9537 on Page 33, or 53 A 9449 on Page 45.

WASHABLE • FADEPROOF • SEMI-TRIMMED

## SIDEWALL PAPER

53 A 9459T—TAN      53 A 9459G—GREEN  
53 A 9459B—BLUE    53 A 9459P—PEACH  
53 A 9459Y—YELLOW

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 lbs. 8 oz. . . . . 30c

## BORDER TO MATCH

53 A 49459T—TAN      53 A 49459G—GREEN  
53 A 49459B—BLUE    53 A 49459P—PEACH  
53 A 49459Y—YELLOW

2¼ inches wide. Shipping weight, 1 ounce.  
Per yard. . . . . 5½c

## CEILING PAPER

53 A 9964—For tan sidewall.  
53 A 9962—For all other colors.  
Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 30c



## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

THIS IS THE BACK OF "PATRICIAN PLAID" PATTERN NO. 9459T

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"BENGALINE" PATTERN NO. 9607

# LARGE FLORALS BLOSSOM IN SMARTNESS!

Don't hesitate to use bright colors and striking designs! They're definitely smart . . . and the certain way to establish fashion rightness in your home! Petunias come to their own in this impressive floral print, with large, double blossoms generously spaced to give splashes of brilliance to your bedroom walls . . . to make a definitely distinctive background for your furnishings. An embossed paper with ribbed texture like old fashioned silk bengaline . . . that sheathes your walls in new loveliness . . . brings to your home the ultimate in smart decoration.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

**53A9607—SIDEWALL PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . **40¢**

**53A49607—BORDER TO MATCH**  
2 inches wide. Shipping weight, 1 ounce. Per yard. . . . . **6¢**

**53A9988—CEILING PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . **36¢**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.16
10x12 ft.	5	2	16	3.68
10x14 ft.	6	3	18	4.56
12x14 ft.	6	3	19	4.62
12x16 ft.	7	4	21	5.50
14x16 ft.	8	4	22	5.96
14x18 ft.	8	4	23	6.02

★  
**20¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$3.68

WASHABLE  
FADEPROOF • SEMI-TRIMMED









THIS IS THE BACK OF  
"MOOD INDIGO" PATTERN NO. 9515

## DEEP TONES CAST A MAGIC SPELL!

Turn to color for new smartness! Decorators are doing it . . . smart women are doing it . . . because they know the tremendous value of color in decorating. This design has a deep, smoky blue background that is contrasted with flowers and leaves of bright hues. It's startling . . . it's stunning . . . it's a high fashion trend you can't afford to miss! Choose it for your light rooms where its color will impart a witchery to your walls like magic . . . choose it for rooms where you want a superb setting for your furniture . . . for an effect that is decidedly smart and different!

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

#### 53A9515—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 36¢

#### 53A49515—BORDER TO MATCH

2 inches wide. Shipping weight, 1 oz. Per yard. . . . . 6¢

#### 53A9988—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

★  
**18¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$3.48

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"LOUIS XV" PATTERN NO. 9609T

## ELEGANCE FOR A LUXURIOUS MOOD!

All the splendor of court life during the reign of Louis XV has been captured in this exquisitely elegant design. Richly ornate . . . it makes a superb background for your bedroom furnishings. The beauty of the sidewall paper is enhanced with a generously wide swag border. Select a soft TAN like this sample; or, a delectable shade of PINK, illustrated in color on Page 6. Plan to decorate another bedroom or an adjoining room in the smart satin stripe listed in three colors on Page 44. A perfect contrast in moods—choose your own contrast of color.

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

#### SIDEWALL PAPER

53 A 9609T—TAN  
53 A 9609P—PINK

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 50¢

#### BORDER TO MATCH

53 A 49609T—TAN  
53 A 49609P—PINK

4 inches wide. Shipping weight, 1 ounce. Per yard. . . . . 6¢

#### CEILING PAPER

53 A 9988—For both colors.  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 36¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.56
10x12 ft.	5	2	16	4.18
10x14 ft.	6	3	18	5.16
12x14 ft.	6	3	19	5.22
12x16 ft.	7	4	21	6.20
14x16 ft.	8	4	22	6.76
14x18 ft.	8	4	23	6.82

★  
**25¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$4.18

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# A DESIGN INSPIRED BY ENGLISH CHINTZ

Glazed chintz has long been popular for draperies and slip covers . . . and now, you can have it on your walls, too! This design transfers the pattern, the texture, and glaze to your walls without losing any of the qualities that make English chintz so lovely. A fragile design in delicate colors . . . lightly touched with gold . . . embossed for a textured effect . . . glazed to give the walls of your bedrooms a glamorous sheen. Makes a superb setting for 18th Century mahogany or walnut furniture in its rich contrast to the dark woods . . . suggests soft rose, green, or blue for draperies, spreads, and rugs. Carry out color harmony by choosing a pastel ceiling paper from those listed on Page 34, or, if you prefer a white ceiling, order the paper listed below.

- 53 A 9477 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shipping wt., 2 lbs. 8 oz. . . . . **30c**
- 53 A 49477 — BORDER** See Border A, Page 5. 2 $\frac{3}{4}$  inches wide. Shpg. wt., 1 oz. Per yard . . . . . **5 $\frac{1}{2}$ c**
- 53 A 9962 — CEILING** Double roll of 16 yards; 18 inches wide. Shipping wt., 2 lbs. 8 oz. . . . . **30c**

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

**15¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.98

THIS IS THE BACK OF "QUEEN ANNE CHINTZ" PATTERN NO. 9477

SEARS, ROEBUCK AND CO.







# SUAVE, SATIN STRIPES! IN THREE COLORS!

Smart as a Paris boulevard! Satin stripes to reflect new glory from your walls! A sophisticated design that is a contrast of dull and silken stripes embossed with a ribbed texture. A paper that is the utmost in fashionable wall coverings! As versatile as it is beautiful . . . as suitable for your bedroom as for your living room . . . wherever it's used, it strikes a note of smart perfection in decoration. Choose from three beautiful colors! PINK, like this sample; BLUE, illustrated in color on Page 5; or, soft, creamy Tan, not shown, each with a border to match.

## SIDEWALL PAPER

53 A 9559P—PINK      53 A 9559B—BLUE      53 A 9559T—TAN

Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds 8 ounces . . . . . 36c

## BORDER TO MATCH

53 A 49559P—PINK      53 A 49559B—BLUE      53 A 49559T—TAN

See Border K, Page 5. 2½ inches wide. Shipping weight, 1 ounce. Per yard . . . . . 6c

## CEILING PAPER

53 A 9974—WHITE. For all colors listed above. Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . . 36c

**WASHABLE**

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.00
10x12 ft.	5	2	16	3.48
10x14 ft.	6	3	18	4.32
12x14 ft.	6	3	19	4.38
12x16 ft.	7	4	21	5.22
14x16 ft.	8	4	22	5.64
14x18 ft.	8	4	23	5.70

**18¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.48

THIS IS THE BACK OF "RUE DE LA PAIX" PATTERN NO. 9559P

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"COSMOS BLOOM" PATTERN NO. 9449

# PUT MORE COLOR IN YOUR HOME!

Blue and pink contrast their loveliness to make this favorite combination of colors for bedroom decoration more appealing than ever! In this "COSMOS BLOOM" design, both shades take on a dusky quality that lends new enchantment . . . makes a superbly beautiful setting for your furniture . . . a lovely background for you. Choose it for your rooms with southern or western exposures . . . where the cool blue tone can catch the rays of the sunlight. An embossed paper that's **WASHABLE** and **FADEPROOF** . . . that will bring you much more in decoration than its low price suggests.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53A9449—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

### 53A49449—BORDER TO MATCH

2½ inches wide. Shipping weight, 1 ounce. Per yard. . . . . 5½¢

### 53A9962—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

★  
**15¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.98

**WASHABLE**  
**FADEPROOF • SEMI-TRIMMED**



SEARS, ROEBUCK AND CO.







# WITH THE QUaintNESS OF COLONIAL DAYS

Simplicity is the keynote of this Early American design! Choose it for your bedrooms done in the Colonial manner . . . to make a perfect setting for your maple or mahogany furniture. The neutral tone of the background is enriched with neat, floral bouquets in bright shades of blue, rose, and green . . . and, embossed for a textured effect. An elegant swag border contrasts the simplicity of the design . . . complements it to decorative perfection. See the border in color on Page 5, Illustration M . . . and see this paper effectively used in the Colonial bedroom scene on the inside of the front cover. Definitely the choice of the modern woman for Early American decoration. . . . Equally suitable with other furnishings, too.

WASHABLE

FADEPROOF • SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

- 53A9451 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shipping wt., 2 lbs. . . . . **30c**
- 53A49451 — BORDER** See Border M, Page 5. 2½ inches wide. Shipping wt., 1 oz. Per yard. . . . . **5½c**
- 53A9964 — CEILING** Double roll of 16 yards, 18 inches wide. Shipping wt., 2 lbs. . . . . **30c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

**15¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.98

THIS IS THE BACK OF "DOLLY MADISON" PATTERN NO. 9451

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9427

# A SILKEN SHEEN FOR WALL FLATTERY!

Serene with the stillness of moonlight on tropical waters, is this design of flowers and leaves in white and shades of yellow, trailing over the silken sheen of the cool green background. An embossed paper for any room in the house, which is especially good in rooms with southern and western exposures, where the cool tones can soften the rays of the sun. Makes a flattering background for your furnishings. Complete the symphony of color, by choosing the yellow net ceiling paper 53 A 9942 listed on Page 53; or, if you prefer white, use the ceiling listed below.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53A9427—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. 30¢

### 53A49427—BORDER TO MATCH

2¼ inches wide. Shipping wt., 1 oz. Per yard. . . . . 5½¢

### 53A9962—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . 30¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

★  
**15¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.98

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9447

## A NEW VERSION OF AN OLD FAVORITE!

An old favorite presented in a modern manner! For years, women have chosen this type of wallpaper for bedrooms. They like its softly subdued colors . . . the genteel quality of the design. The modern woman chooses it, too, because she likes this new version with the smart embossing that gives it a pearlescent sheen . . . recognizes its decorative possibilities as a rich setting for her furnishings. Plan to decorate more than one bedroom . . . choosing a deeper toned paper like that shown on Page 45 for a colorful contrast in your decorating scheme.

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

#### 53A9447—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

#### 53A49447—BORDER TO MATCH

Similar to Border H, Page 5. 2½ inches wide. Shpg. wt., 1 oz. Per yard . . . 5½¢

#### 53A9964—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. 8 oz. . . 30¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.57
10x12 ft.	5	2	16	2.98
10x14 ft.	6	3	18	3.69
12x14 ft.	6	3	19	3.75
12x16 ft.	7	4	21	4.46
14x16 ft.	8	4	22	4.81
14x18 ft.	8	4	23	4.87

★  
**15¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.98

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9431

## A FAVORITE FOR BEDROOMS!

Blue and pink has long been a favorite color combination for bedroom decoration. Here's a paper with a delightfully soft background contrasted with a chrysanthemum motif in shades of pink. Definitely a delicately colored paper, but because of the textured effect in the background, it's practical, too! Choose it for a perfect background for your walnut or mahogany furniture . . . and carry out the theme of soft colors with the pink net ceiling illustrated on Page 53. White ceiling paper is listed below. It costs little to decorate effectively when you buy Sears COLOR-PERFECT wallpaper!

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

#### 53A9431—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 25¢

#### 53A49431—BORDER TO MATCH

2½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . 5¢

#### 53A9938—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 25¢

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

★  
**12½¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.55

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# STRIPES! IN THREE COLORS!

# 12<sup>1</sup>/<sub>2</sub>¢

A SINGLE ROLL

COST FOR AVERAGE  
ROOM \$2.55

Wall fashions decree stripes again! For smart decoration . . . for an illusion of height in your rooms with low ceilings, you can make no better choice! This design has a quaintness in its dotted background and neat floral motif . . . yet, takes on a modern air in its striped interpretation. Especially nice for a Colonial bedroom as shown in the room scene on Page 8 . . . a design that is destined to bring distinction to your home . . . that is easy to hang because there's no matching problem. Choose from TAN, like this sample; BLUE, illustrated on Page 7, or, PINK . . . each color with white dots and stripes . . . each with rosebuds colored in perfect accord to the tone of the background.

WASHABLE • FADEPROOF • SEMI-TRIMMED

## SIDEWALL PAPER

53 A 9425 —Tan      53 A 9425 B—Blue

53 A 9425 P—Pink

Double roll of 16 yards, 18 inches wide.

Shipping weight, 2 pounds..... 25c

## BORDER TO MATCH

53 A 49425 —Tan      53 A 49425 B—Blue

53 A 49425 P—Pink

2<sup>1</sup>/<sub>2</sub> inches wide. Shipping weight, 1 ounce.

Per yard..... 5c

## CEILING PAPER

53 A 9938—For all colors listed above.

Double roll of 16 yards, 18 inches wide.

Shipping weight, 2 pounds..... 25c



## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9425

SEARS, ROEBUCK AND CO.







# NEAT! DELIGHTFUL! PRACTICAL, TOO!

Just the paper you've wanted for your bedrooms! A design that is delightfully charming in its primness . . . demure, with its bouquets so precisely placed on a pin-dotted background. Harmoniously colorful, too, with tones of gray and blue enriched with touches of gold and silver. Choose it for your smaller rooms where it will add a definite note of spaciousness . . . use it effectively in larger rooms also . . . for a perfect background for your walnut or mahogany furniture. See it in color in a room scene on Page 8, and shown with its matching border on Page 5, illustration Y. For a bedroom wallpaper similar in design but in a new "sunshine" background—see the "Dolly Madison" pattern 53 A 9451 on Page 46.

- 53 A 9479 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**
- 53 A 49479 — BORDER** See Border Y, on Page 5. 1½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . **5c**
- 53 A 9938 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**

## WASHABLE

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

**12½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.55

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9479

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9423

## COOL GREEN TONES FOR FRESHNESS!

Fresh as early springtime with a lightness that wafts the fragrance of flowers throughout your home! A lovely, trailing design in woodtones and soft yellow on a background of cool green. The large floral sprays are generously spaced to give a spirit of airiness to your rooms . . . the kind of design that makes your rooms look larger than they really are! An excellent choice for your southern and western exposures where floods of afternoon sunlight can mingle with the cool green . . . and you needn't be afraid to let the sun shine on it because it's **FADEPROOF!**

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

#### 53A9423—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . **25¢**

#### 53A49423—BORDER TO MATCH

2¼ inches wide. Shpg. wt. 1 oz. Per yard. . . . . **5¢**

#### 53A9940—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . **25¢**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

**12½¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.55

**WASHABLE  
FADEPROOF • SEMI-TRIMMED**



SEARS, ROEBUCK AND CO.







# CHOOSE FROM FOUR LOVELY COLORS!

**12 $\frac{1}{2}$ ¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.55

WASHABLE • FADEPROOF • SEMI-TRIMMED

Delicacy of color is the keynote of this exquisite design which has few rivals for sheer beauty! It fairly breathes the fragrance and freshness of dogwood in bloom . . . brings the coloring and fragility of the blossoms to your walls. A perfectly grand bedroom paper both in coloring and design. Reflects a note of serenity to the room . . . provides a rich background for your furniture. Choose a delightful shade of PINK, as shown on the other side of this page; soft YELLOW; pale BLUE, not shown; or delicate GREEN, shown on Page 6.

**SIDEWALL** 53 A 9429P—PINK 53 A 9429Y—YELLOW  
53 A 9429B—BLUE 53 A 9429G—GREEN  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**

**BORDER** 53 A 49429P—PINK 53 A 49429Y—YELLOW  
53 A 49429B—BLUE 53 A 49429G—GREEN  
Similar to Border Y, Page 5. 1 $\frac{1}{2}$  inches wide. Shpg. wt., 1 oz.  
Per yard . . . . . **5c**

**CEILING** 53 A 9938—OYSTER WHITE—For all colors listed above.  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**

## THE AMOUNT AND COST PER ROOM

To determine how many rolls you will need for your rooms, and how little it will cost, refer to the chart on Page 52.

THIS IS THE BACK OF  
"DOGWOOD" PATTERN NO. 9429P

SEARS, ROEBUCK AND CO.

## NET CEILING IN 5 COLORS

A pink net ceiling like this sample is suggested with the blue bedroom paper shown at the right. Choose this delightful paper in four other colors, too—for use with many of the papers in this book. Suitable for sidewalls, too.

53 A 9944—PINK 53 A 9942—YELLOW  
53 A 9950—BLUE 53 A 9946—GREEN  
53 A 9948—GRAY

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**







# IDEAL FOR SMALLER ROOMS!

With a definite purpose, the smart woman chooses a design of this proportion and coloring for the small rooms in her home. Neat, diagonal lines form a background that gives a splendid effect of spaciousness to the rooms . . . and the coloring of soft blue has a rare quality of elusiveness that keeps the walls in their proper perspective. In contrast to the background are small bouquets of delicately colored flowers neatly tied in place with bows. Definitely the right selection for small rooms, but equally effective in larger rooms, too. The pink net ceiling shown opposite the other side of this page is suggested for a touch of color for your ceilings. If you prefer a plain, white ceiling, order 53 A 9938, listed below.

**53 A 9481 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**

**53 A 49481 — BORDER** Similar to Border L, Page 5. 2 inches wide. Shpg. wt., 1 oz. Per yard. . . . . **5c**

**53 A 9938 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**

**SEMI-TRIMMED  
WASHABLE • FADEPROOF**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

**12 $\frac{1}{2}$ c** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.55

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9481

SEARS, ROEBUCK AND CO.







# TWO COLORS OF THIS CHAMBRAY WEAVE!

Shades of terra cotta, from delicate off-whites to deep tones fringing on lavender, against a soft gray background, make a delightful combination of colors more appealing than ever! The fragile floral motif sweeps across the background with a graceful line . . . the chambray weave gives a textured effect, which means this delicately colored paper is practical, too! Choose from GRAY, like this sample; or, YELLOW, with the delightful motif carried out in white and touches of brown (illustrated in color on Page 6). A splendid selection for your hall or bedrooms.

## SIDEWALL PAPER

53 A 9405—GRAY

53 A 9405Y—YELLOW

Double roll of 16 yards, 18 inches wide. Shpg. wt.,  
2 lbs. . . . . 25c

## BORDER TO MATCH

53 A 49405—GRAY

53 A 49405Y—YELLOW

See Border B, Page 5. 2¼ inches wide. Shpg. wt.,  
1 oz. Per yard . . . . . 5c

## CEILING PAPER

53 A 9938—WHITE, for both colors. Double roll of 16  
yards, 18 inches wide. Ship. wt., 2 lbs. . . . . 25c

WASHABLE

FADEPROOF • SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

**12½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.55

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9405

SEARS, ROEBUCK AND CO.







# STARS! SMART FOR WALLS OR CEILINGS!

**12½¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.55

WASHABLE • FADEPROOF • SEMI-TRIMMED

Stars come out on a deep blue background as a shining example of smart wallpaper! A design versatile in application! Equally suitable for sidewalls or ceilings. Choose it for rooms with dormer windows, so you can paper over the uneven wall surface without losing the design. And, it's a perfect choice for rooms with high ceilings! The deep tones overhead take away the height . . . give the room a cozy, intimate air. Youngsters love it in their bedrooms or play rooms. Complemented with an unusual border, shown in color on Page 5, illustration U.

**53 A 9445 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. . . . . **25c**

**53 A 49445 — BORDER** See Border U, Page 5. 2½ inches wide. Shipping weight, 1 oz. Per yard. . . . . **5c**

**53 A 9938 — CEILING** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. . . . . **25c**

## THE AMOUNT AND COST PER ROOM

To determine the number of rolls you need and how little it will cost to paper your rooms with this smart "STARLIGHT" pattern, refer to the room chart on Page 55. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

THIS IS THE BACK OF  
"STARLIGHT" PATTERN NO. 9445

SEARS, ROEBUCK AND CO.

## BRIGHT CEILINGS, TOO!

Gold, silver, and red stars on a white background make a smart ceiling paper to complement the "CONTINENTAL" design shown at the right. Also, usable as sidewall paper for kitchens or children's bedrooms.

**53 A 9960—STAR CEILING PAPER**  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25c**







# RED, WHITE, AND VERY NEW!

The "CONTINENTAL"—a striking new design with a table-top motif that brings to your wall a spirit of gaiety . . . definite proof that colors in sharp contrast are smart! A startling combination of red and white with generous touches of gold and silver, that you'll recognize as a new and interesting wallpaper for your kitchen or dinette. You'll like its brightness in your dining room, too! The star ceiling shown opposite the other side of this page complements it to perfection. If you prefer a white ceiling, order 53A9938 listed below. Refer to the room chart on Page 55 for the number of rolls you'll need.

WASHABLE • FADEPROOF • SEMI-TRIMMED

## SIDEWALL PAPER

53 A 9443—Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 25c

## BORDER TO MATCH

53 A 49443—Similar to Border Y, Page 5. 1½ inches wide. Shpg. wt., 1 oz. Per yard. . . 5c

## CEILING PAPER

53 A 9938—Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 25c

**12½¢** A SINGLE ROLL  
COST FOR  
AVERAGE ROOM \$2.55



SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
"CONTINENTAL" PATTERN NO. 9443

## NOVELTY CEILING PAPER

A neat design of squares to put color on your ceilings! Also, can be used as an attractive sidewall paper. Green is suggested for the paper shown on the facing page, or choose from red or blue to be used with other patterns in this book, too.

53 A 9998G—Green

53 A 9998R—Red

53 A 9998B—Blue

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . 25c







# FRUIT FOR A NOVEL NOTE IN DECORATION!

You can make no smarter choice of a novelty paper for your dining room, dinette, or kitchen! New in design . . . distinctive in its use of fruit for a decorative motif . . . definitely colorful and gay in spirit! An attractive and pleasant background for your present furnishings . . . offers plenty of new ideas for decoration if you're planning to re-paint your woodwork or furniture. To further carry out the smart, modern treatment of the sidewall paper, a block design in green is recommended for the ceiling. See it illustrated opposite this sample.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

### 53A9441—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25¢**

### 53A49441—BORDER TO MATCH

1¾ inches wide. Shpg. wt., 1 oz. Per yard. . . . . **5¢**

### 53A9938—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **25¢**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$2.20
10x12 ft.	5	2	16	2.55
10x14 ft.	6	3	18	3.15
12x14 ft.	6	3	19	3.20
12x16 ft.	7	4	21	3.80
14x16 ft.	8	4	22	4.10
14x18 ft.	8	4	23	4.15

**12½¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.55

WASHABLE  
FADEPROOF • SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"RED SAILS" PATTERN NO. 9313

# BRIGHTEN YOUR KITCHEN WITH RED AND WHITE!

Everything will be ship-shape in your kitchen with this design as fresh as an ocean breeze! The colorful ship sailing on a polka-dotted sea . . . the touches of metallic richness . . . create a wallpaper so sparkling, so spirited, that you can't resist choosing it for your home! You'll like the brightness it brings to your walls . . . the exhilarating freshness the design suggests. Very suitable for a boy's room, or for a Summer Cottage living room, too! FADE-PROOF . . . so it will keep looking as fresh and colorful as the day you hang it on the wall!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53A9313—SIDEWALL PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

### 53A49313—BORDER TO MATCH

1½ inches wide. Shipping weight, 1 oz. Per yard. . . . . 4½¢

### 53A9330—CEILING PAPER

Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE.
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

★  
**10¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.12

FADEPROOF  
•  
SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"CYPRESS GARDENS" PATTERN NO. 9311

# NATURAL WOOD CREATES WALL INTEREST

The color and grain of natural wood are simulated so perfectly that you'll be tempted to touch the walls to get the "feel" of the grain. Just enough bright color is introduced in the neat window box arrangements of flowers to give the design a dash of brilliance. Here's a pattern as versatile as it is unusual . . . equally suitable for your kitchen, dinette, or small dining room . . . a design that will satisfy your longing for real wood walls. You'll be proud of the effect you'll achieve with "CYPRESS GARDENS" . . . win the praise and admiration of your friends!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

**53A9311—SIDEWALL PAPER**  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20¢**

**53A49311—BORDER TO MATCH**  
2 inches wide. Shpg. wt., 1 oz. Per yard. . . . . **4½¢**

**53A9932—CEILING PAPER**  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20¢**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.12

FADEPROOF

SEMI-TRIMMED









# DESIGNED FOR COZY LIVING

"SUBURBANITE"—a design as friendly as your neighbors, brings to your kitchen or dinette a coziness and happy feeling that will put new spirit in living. The rows of neat homes . . . inviting garden gates . . . flowers in bloom . . . all radiate a feeling of happiness that you'll like. It's a design that strikes a note of informality . . . just the spirit you want in these rooms where you spend so much time . . . and where your family gathers so often. There's plenty of warm color, too, in the touches of green, orange, and blue. You'll find that this design will work out beautifully with your present scheme of decorating, and offers endless possibilities for clever new color schemes. FADEPROOF quality that keeps its freshness.

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

- 53 A 9309 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20c**
- 53 A 39309 — BORDER** See border Z on Page 5. 3½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . **4½c**
- 53 A 9918 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.12

THIS IS THE BACK OF "SUBURBANITE" PATTERN NO. 9309

SEARS, ROEBUCK AND CO.







# ADDS TO THE SIZE OF YOUR ROOMS!

A perfect choice for small kitchens or dinettes! A design with a three dimensional effect that creates an illusion of depth . . . that adds to the length and width of your rooms! There's a realistic touch in the brightly colored kitchenware, dishes, and fruit, recessed in tan niches . . . while the white blocks carry a neat, symmetrical floral motif touched with gold color. It's a neat, fresh looking design that will blend perfectly with your furnishings. Hold this sample at arm's length to get the effect of the depth . . . visualize it on your walls . . . then realize that it costs so little to decorate a room of average size with the "CUBIST" design. The border carries out the theme of the third dimension, too. See illustration T on Page 5.

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

<b>53 A 9201 — SIDEWALL</b>	Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs.....	<b>15c</b>
<b>53 A 49201 — BORDER</b>	See Border T, Page 5. 2 inches wide. Shpg. wt., 1 oz. Per yard.....	<b>4c</b>
<b>53 A 9908 — CEILING</b>	Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs.....	<b>15c</b>

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF "CUBIST" PATTERN NO. 9201

SEARS, ROEBUCK AND CO.







# YOU CAN AFFORD TILE IN YOUR KITCHEN!

You'll be proud as the cock strutting across this design with the effect you'll achieve with our "CURIO TILE" pattern! It brings the color and sparkle of real tile to your kitchen walls with its freshly scrubbed appearance . . . makes those hours of work ever so much more pleasant. The tile design is punctuated with colorful dishes and kitchen ware in brilliant array, nixed into the pattern to give just the right touch of color! Choose from GREEN, like this sample, or a TAN background with the same colorful, decorative motif. You'll find either color adaptable to your present decorating scheme. . . both rich in new ideas for re-decorating.

## SIDEWALL PAPER

53 A 9217—Green      53 A 9217 T—Tan  
Double roll of 16 yards, 18 inches wide. Shpg.  
wt., 2 lbs. . . . . 15c

## BORDER TO MATCH

53 A 49217—Green      53 A 49217 T—Tan  
See Border J on Page 5.  $2\frac{1}{4}$  inches wide. Shpg.  
wt., 1 oz. Per yard. . . . . 4c

## CEILING PAPER

53A9908—White for 53 A9217      53A9910—Cream for 53A9217T  
Double roll of 16 yards, 18 inches wide. Shpg.  
wt., 2 lbs. . . . . 15c

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.48
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF "CURIO TILE" PATTERN NO. 9217

SEARS, ROEBUCK AND CO.







# STRIKE A MODERN NOTE IN YOUR KITCHEN!

A tile pattern wears modern raiment with an effect that you'll like. It's just as up-to-date as tomorrow . . . just as unusual as Surrealist art! Bright colors fashion a distinctive, modern design on a tile-like background . . . and a conventional balance is maintained with flowers and bowls of fruit in a shaded effect. Touches of mica give it a metallic richness that makes it look much more expensive than it really is. Choose from TAN, like this sample; or, glistening WHITE (illustrated in color on Page 7).

## SIDEWALL PAPER

53 A 9221 T—TAN

53 A 9221—WHITE

Double roll of 16 yards, 18 inches wide. Shipping weight, 2 lbs. . . . . 15c

## BORDER TO MATCH

53 A 49221 T—TAN

53 A 49221—WHITE

Similar to border T, Page 5. 2 inches wide. Shipping weight, 1 ounce. Per yard. . . . . 4c

## CEILING PAPER

53 A 9910—CREAM

53 A 9908—WHITE

Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds. . . . . 15c

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9221T

SEARS, ROEBUCK AND CO.







# 2 Qualities

OF THIS SEMI-TRIMMED, COLORFUL PAPER!

*Not Fadeproof*

★ *Fadeproof*

5¢

SINGLE ROLL  
NOT SHOWN

Just because the price is only 5c a roll doesn't mean that this paper hasn't more than its share of good qualities! The combination of red, white, and black is smart for kitchens . . . or use it in a spare room where you feel a small expenditure is all you wish to make. The 5c quality doesn't have the brilliance nor will it retain its freshness like the 6c quality. The 5c quality is the same weight as this sample. Colorful border to match.

6¢

SINGLE ROLL  
SAMPLE SHOWN

For the cost of a few cents more for an entire room, you can buy paper that will give you three times the service! The 6c quality has an extra coating that makes it FADEPROOF . . . so it will keep its brightness and fresh color. It's crisp and clean looking . . . worth much more in decorative value than the low price of 6c a roll! When it costs so little to decorate, there is no excuse for not having bright, cheerful walls! Attractive border to match.

## SIDEWALL PAPER

53 A 9107—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

## BORDER TO MATCH

53 A 49237—See border O, Page 5. 2¼ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9900—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

## SIDEWALL PAPER

53 A 9237—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

## BORDER TO MATCH

53 A 49237—See border O, Page 5. 2¼ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9904—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

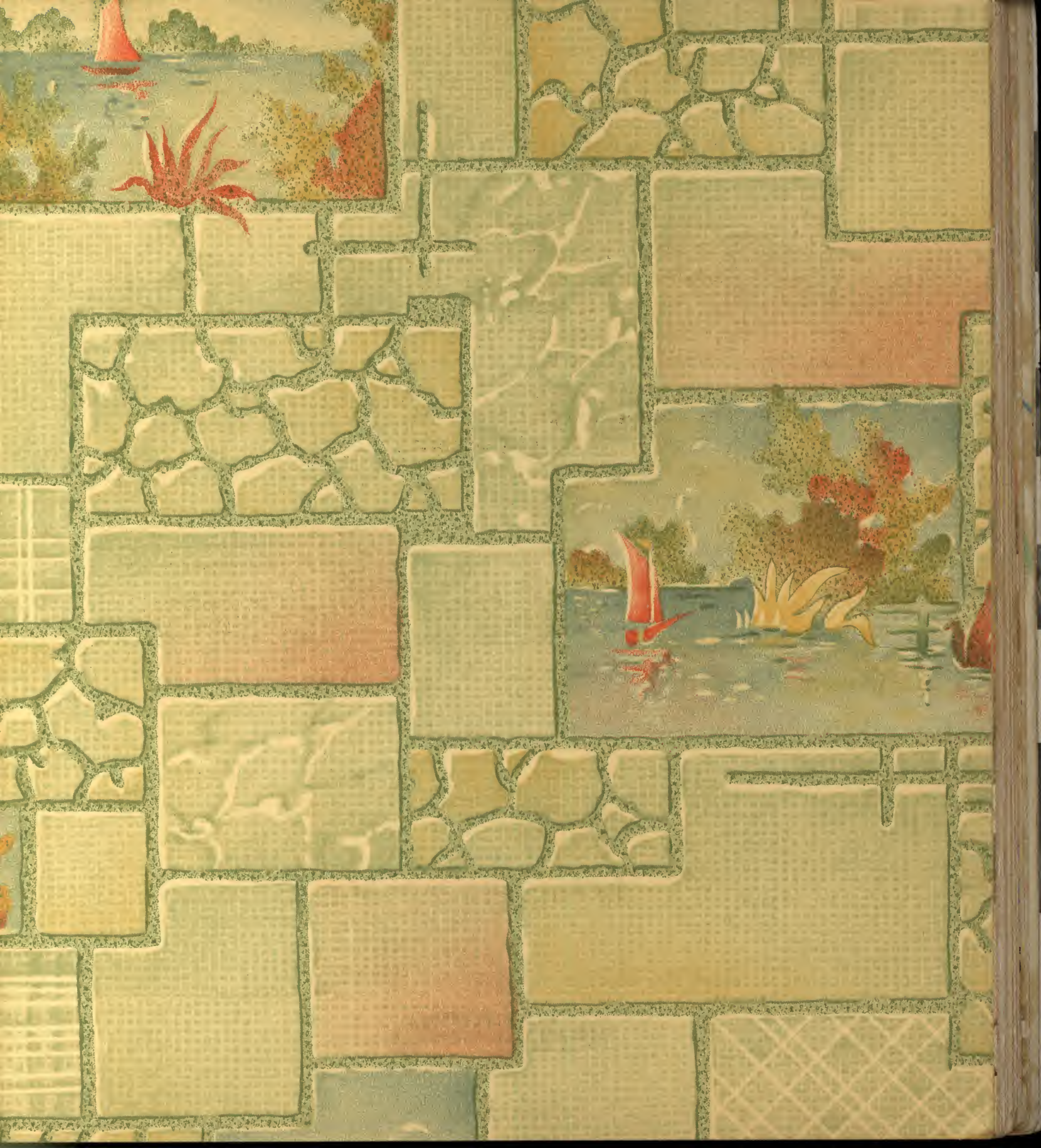
TO ESTIMATE THE AMOUNT OF WALLPAPER REQUIRED TO PAPER ANY SIZE ROOM SEE CHART ON PAGE 4.

This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting. We quote the price of the single roll as well as the double roll, so you can easily compare prices with others . . . and see how much you save at Sears.

SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9237







# SOAP AND WATER CLEANS THIS PAPER!

More freedom . . . more time to do other things when your kitchen and bathroom are papered with this varnished tile pattern! It has a hard finished surface that you can wash off with soap and water . . . that retains its freshness and sparkle . . . gives your rooms a definite "spic-and-span" appearance! The cool green tile effect background has a scenic motif touched in color for contrast. Prove to yourself the advantage of having a hard surfaced, washable paper in rooms where the walls have to take lots of splashing and cleaning. Wash part of this sample with soap and water . . . when the dampness has dried up, you'll see the section you washed just as fresh and sparkling as the part not touched by soap or water. Choose it for years of service!

## WASHABLE

FADEPROOF • SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

**53 A 9751 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **44c**

**53 A 49753 — BORDER** 2½ inches wide. Shipping weight, 1 ounce. Per yard. . . . . **6c**

**53 A 9996 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **36c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.32
10x12 ft.	5	2	16	3.88
10x14 ft.	6	3	18	4.80
12x14 ft.	6	3	19	4.86
12x16 ft.	7	4	21	5.78
14x16 ft.	8	4	22	6.28
14x18 ft.	8	4	23	6.34

**22¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.88

THIS IS THE BACK OF "VARNISHED TILE" PATTERN NO. 9751

SEARS, ROEBUCK AND CO.







# CLEANS JUST LIKE REAL MARBLE!

Varnished papers are a practical choice for kitchens and bathrooms! This design, in a marbleized effect, is veined and colored just like real marble! And it washes just as easily, too! Lighten your household tasks by choosing a hard surfaced paper that can be washed with soap and water! Prove to yourself that it can be done by washing part of this sample. When the dampness has dried up, the paper will be as fresh and sparkling as before it was washed. Select a varnished paper like this sample, or the tile pattern 53 A 9751 on Page 66, for rooms where the walls are likely to get splashed or where it is necessary to clean them frequently. You'll find either pattern a good investment in kitchen or bathroom decoration.

**53 A 9755 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. .... **44c**

**53 A 49755 — BORDER**  $2\frac{1}{2}$  inches wide. Shipping weight, 1 ounce. Per yard. .... **6c**

**53 A 9994 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. .... **36c**

## WASHABLE

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

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Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$3.32
10x12 ft.	5	2	16	3.88
10x14 ft.	6	3	18	4.80
12x14 ft.	6	3	19	4.86
12x16 ft.	7	4	21	5.78
14x16 ft.	8	4	22	6.28
14x18 ft.	8	4	23	6.34

**22¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$3.88

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9755

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"GOLDEN VISTA" PATTERN NO. 9327

# HERE'S A SCENIC THAT'S DIFFERENT

A grand paper for downstairs rooms! It's a large, bold design with a quality of the stillness of forest glens . . . and the clean freshness of mountain streams. Tones of brown predominate, but there's plenty of color, too, in the touches of rust, blue, and green . . . with an added quality of richness in the generous lights of gold. Definitely a different scenic that gives promise of an interesting background for your furnishings . . . a design that brings a quality of greatness to your small rooms . . . the solution to your decorating problem where you need color and design for definite wall interest!

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

### 53 A 9327—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

### 53 A 49327—BORDER TO MATCH

1¾ inches wide. Shpg. wt., 1 oz. Per yard. . . . . 4½¢

### 53 A 9932—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

★  
**10¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.12

FADEPROOF

SEMI-TRIMMED









# LOOKS EXPENSIVE! COSTS LITTLE!

A practical paper with a definitely expensive look that is priced so low anyone can afford it! Follows the trend to bold designs in soft colors in its motif of leaves and berries in subdued tones . . . takes on the air of richness in the large floral spray in a gold effect. On your walls, it gleams with metallic richness . . . glows with delicate color . . . has a practical background, too, in a mottled effect that resists soiling! A splendid choice for your downstairs rooms where you want a rich and interesting background for your furniture, and especially good for darker rooms! FADEPROOF quality that is easy to hang; and that's easy to buy, too, because now you can include wallpaper in your Easy Payment order!

**FADEPROOF**  
•  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

- 53 A 9331 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20c**
- 53 A 49331 — BORDER** 2 inches wide. Shipping weight, 1 oz. Per yard. . . . . **4½c**
- 53 A 9932 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.12

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9331

SEARS, ROEBUCK AND CO.







# SELECT FROM THREE COLORS!

# 10¢

A SINGLE ROLL

COST FOR AVERAGE  
ROOM \$2.12

"LATTICE BOUQUETS"—a delightful paper for bedrooms is shown on the other side of this page in GREEN. It is also available in BLUE (like pattern 53 A 9307B on Page 71), and PEACH (like 53 A 9319P on Page 72). Pages 70 and 71 have been clipped at the corner, so that you can see at a glance the three colors in which you can obtain this design and the papers listed on Pages 71 and 72. Three papers for bedrooms . . . each in three colors . . . actually means nine papers for your selection! Now, you can choose the design you prefer, and also see the exact color you select! All three papers (Pages 70, 71, and 72) are FADEPROOF . . . will stay as fresh and lovely as you see them here.

FADEPROOF • SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

### SIDEWALL PAPER

53 A 9315G—GREEN 53 A 9315B—BLUE  
53 A 9315P—PEACH

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 lbs. . . . . 20c

### BORDER TO MATCH

53 A 39315G—GREEN 53 A 39315B—BLUE  
53 A 39315P—PEACH

See Border C on Page 5. 2½ inches wide.  
Shipping weight, 1 oz. Per yard. . . . . 4½c

### CEILING PAPER

53 A 9930—For all colors listed above.  
Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 20c



THIS IS THE BACK OF "LATTICE BOUQUETS" PATTERN NO. 9315G

SEARS, ROEBUCK AND CO.







# CHOOSE BLUE, GREEN, OR PEACH!

# 10¢

A SINGLE ROLL

COST FOR AVERAGE  
ROOM \$2.12

You can choose this popular, all-purpose pattern in BLUE as shown here, or in GREEN or PEACH. And, you can see all three colors, too! Just turn back to the green paper shown on Page 70, and then see the peach coloring on Page 72. Now, you've seen the three colors in which you can obtain this design as well as the designs on Pages 70 and 72. Blue and green are excellent selections for sunny rooms, while peach gives a quality of warmth to north rooms. Plan to decorate more than one room at a time. It's the clever thing to do when it's so easy to choose attractive, new wallpapers. The patterns shown on Pages 70, 71, and 72 are all FADEPROOF . . . will all stay fresh and colorful!

FADEPROOF • SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

### SIDEWALL PAPER

53 A 9307B—BLUE      53 A 9307G—GREEN  
53 A 9307P—PEACH

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds..... 20c

### BORDER TO MATCH

53 A 49307B—BLUE      53 A 49307G—GREEN  
53 A 49307P—PEACH

See Border N on Page 5. 2½ inches wide.  
Shipping weight, 1 ounce. Per yard..... 4½c

### CEILING PAPER

53 A 9930—For all colors listed above.  
Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds..... 20c



THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9307B

SEARS, ROEBUCK AND CO.







# WALLPAPER ON EASY PAYMENTS, TOO!

# 10¢

**A SINGLE ROLL**

**COST FOR AVERAGE  
ROOM \$2.12**

Now you can include wallpaper in your Easy Payment orders! Makes it easier than ever before to have new decoration in your home. "VANITY FAIR," the design on the other side of this page, is as neat and crisp as freshly laundered batiste! It has a definite air of youthfulness in the small white floral motif and fine stripes . . . is complemented with a sprightly border. Choose PEACH, GREEN, or BLUE . . . and to see the exact color you order, turn to Page 70 . . . glance across the upper right hand corner. The edges have been clipped to show you the three colors in which you can choose this design, and those on Pages 70 and 71. All three are delightful papers for bedrooms.

**FADEPROOF • SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

### SIDEWALL PAPER

53 A 9319P—PEACH    53 A 9319B—BLUE

53 A 9319G—GREEN

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . **20c**

### BORDER TO MATCH

53 A 49319P—PEACH    53 A 49319B—BLUE

53 A 49319G—GREEN

As illustrated with sample. 2½ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . **4½c**

### CEILING PAPER

53 A 9930—For all colors listed above.

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . **20c**



**THIS IS THE BACK OF "VANITY FAIR" PATTERN NO. 9319P**

**SEARS, ROEBUCK AND CO.**







# ESTABLISH AN AIR OF RICHNESS!

The new lighter tones color a paper that takes its richness of design from an old tapestry . . . to bring to your walls the fabric effect so definitely good in decoration. Suitable for any room in the house . . . will complement your furnishings to perfection . . . establish a luxurious atmosphere in your home. Few designs offer so much decoration . . . are so versatile in application . . . will give so much distinction. Looks like a much more expensive paper than Sears low price indicates! Choose from BEIGE (like the other side of this page), or a deeper TAN (shown on Page 5 with border E).

## SIDEWALL PAPER

53 A 9305—BEIGE

53 A 9303—TAN

Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds. . . . .20c

## BORDER TO MATCH

53 A 49305—BEIGE

53 A 49303—TAN

See Border E, Page 5. 2 inches wide. Shipping weight, 1 ounce. Per yard. . . . .4½c

## CEILING PAPER

53 A 9930—for 9305 Beige. 53 A 9932—for 9303 Tan

Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds. . . . .20c

FADEPROOF

SEMI-TRIMMED

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.12

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9305

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
"SHADOW LEAVES" PATTERN NO. 9213

## SUBTLE TONES MAKE THIS A FAVORITE

A foliage design of mere shadows in an allover effect of muted coloring that's an excellent choice for any room in the house! It has the textured appearance of tapestry in its contrast of neutral tones . . . and a soft richness and warmth of color in the delicate touches of green, yellow, blue, and silver. Whatever your decorative scheme is, "SHADOW LEAVES" will lend itself beautifully, and give a rich background you'll admire. You would hardly believe it possible to get so much decoration for only 10¢ a single roll!

### AMOUNT AND COST PER ROOM

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#### 53A9213—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

#### 53A49213—BORDER TO MATCH

2¾ inches wide. Shpg. wt., 1 oz. Per yard. . . . . 4½¢

#### 53A9932—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 20¢

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

★  
**10¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.12

FADEPROOF

SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9329

# CHEERFUL, PRACTICAL, AND CONSERVATIVE!

The kind of design the modern woman would choose for rooms where she wishes to retain a conservative touch! Silvery lattice forms a background for flowers that take on more than their natural brilliance to bring you a bedroom paper of unusual cheerfulness. It's versatile in application, too! You can use it with equal success in large or small rooms . . . always with the assurance of an interesting background. Offers plenty of color suggestions to carry out in your draperies, rugs, and bedspreads. Rich in decorative value . . . outstanding at Sears low price.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet), to save you waste in cutting.

**53 A 9329—SIDEWALL PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 20¢

**53 A 49329—BORDER TO MATCH**  
2½ inches wide. Shpg. wt., 1 oz. Per yard . . . . . 4½¢

**53 A 9930—CEILING PAPER**  
Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. 20¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

★  
**10¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$2.12

FADEPROOF

SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# CHOOSE THIS FOR SMART ECONOMY

Simple in design . . . neutral in coloring . . . with lots of possibilities for good decorating. Use it in your dining room, living room, hall, or bedroom, with equal success. The neat medallion motif is generously touched with gold, and a note of color is introduced in the small flowers. It's a practical paper that won't soil easily . . . that's FADEPROOF . . . that will give you long service. Select it with perfect assurance of an interesting wall covering that is conservative, and which lends itself to your furnishings beautifully. Few papers are as versatile as "MEDALLION" . . . few offer so much decoration for such a small investment. Economy is a pleasure when you can decorate a 10x12 room for only \$2.12!

**53A9317 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20c**

**53A49317 — BORDER** See border F on Page 5. 2½ inches wide. Shpg. wt., 1 oz. Per yard. . . . . **4½c**

**53A9932 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt. 2 lbs. . . . . **20c**

**FADEPROOF  
•  
SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.12

THIS IS THE BACK OF "MEDALLION" PATTERN NO. 9317

SEARS, ROEBUCK AND CO.







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9321

# ORCHID ON YOUR BUDGET!

It's easy to have such rich looking paper on your bedroom walls when it costs so little to decorate! This design has sprays of delicately colored flowers trailing over an orchid background that is rich in decorative qualities . . . reflects good taste . . . makes an excellent background for your furniture. Colorful enough to use in a north or east room . . . yet, has a rare quality of coolness that makes it a perfect choice for a south or west exposure, too. Few colors rival orchid in richness and versatility.

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

### 53A9321—SIDEWALL PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs **20¢**

### 53A49321—BORDER TO MATCH

2 inches wide. Shpg. wt., 1 oz. Per yard. . . . . **4½¢**

### 53A9930—CEILING PAPER

Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **20¢**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

★  
**10¢** A SINGLE ROLL

COST OF AVERAGE ROOM \$2.12

FADEPROOF

SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# TEXTURED BACKGROUND IS PRACTICAL!

Look at the background of this practical, conservative paper. The striped effect gives it a textured appearance, which means that despite its delicate coloring, smudges and finger marks won't show so easily! In keeping with the trend to bold designs in soft colors, all the sharpness of color contrast is subdued by subtle tones. Here's a design that will complement any kind of decorating scheme to perfection . . . make an interesting and effective background in any rooms you choose to use it. Whether it is upstairs or downstairs . . . hall, bedroom, or dining room . . . large or small, light or dark rooms . . . you can be sure of the most satisfactory results. Remember, too, that now you can include wallpaper on your Easy Payment account!

**53 A 9323 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds..... **20c**

**53 A 49323 — BORDER** See border S, Page 5.  $2\frac{1}{2}$  inches wide. Shipping weight, 1 ounce. Per yard..... **4 $\frac{1}{2}$ c**

**53 A 9932 — CEILING** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds..... **20c**

**FADEPROOF**  
•  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.83
10x12 ft.	5	2	16	2.12
10x14 ft.	6	3	18	2.61
12x14 ft.	6	3	19	2.66
12x16 ft.	7	4	21	3.15
14x16 ft.	8	4	22	3.39
14x18 ft.	8	4	23	3.44

**10<sup>c</sup>** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$2.12

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9323

SEARS, ROEBUCK AND CO.







# IN FIVE COLORS—BOASTS A SMART BORDER!

**7½¢**

**A SINGLE ROLL**

**COST FOR AVERAGE  
ROOM \$1.89**

There's a definite place in the decorating world for a plain colored paper like this! Use it for any room in the house where the walls are to be subordinated to the furnishings, merely to function as the right setting for your furniture, draperies, and rugs. Plain walls make a splendid background for your favorite pictures, too! The chambray weave gives it a textured appearance that makes it smart as well as practical! Ropes of contrasting hues drape into a swag border to give a finished touch to your walls. Choose TAN as shown on the other side of this page; or BLUE, GREEN, PINK or YELLOW . . . each boasts of smart border for contrast . . . each promises an interesting decorative effect.

**FADEPROOF • SEMI-TRIMMED**

## SIDEWALL PAPER

53 A 9223T—TAN      53 A 9223B—BLUE  
53 A 9223G—GREEN    53 A 9223P—PINK  
53 A 9223Y—YELLOW

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds..... **15c**

## BORDER TO MATCH

53 A 49223T—TAN      53 A 49223B—BLUE  
53 A 49223G—GREEN    53 A 49223P—PINK  
53 A 49223Y—YELLOW

2¼ inches wide. Shipping weight, 1 ounce.  
Per yard..... **4c**

## CEILING PAPER

53 A 9910—Cream—with tan Sidewall.  
53 A 9908—White. For all other colors.

Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds..... **15c**



## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9223T**

**SEARS, ROEBUCK AND CO.**







THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9219

# HIGHLIGHTS OF GOLD!

## ONLY 7½¢ A ROLL!

Decorating a downstairs room with a note of richness and dignity is a simple matter when you can buy such expensive-looking paper for only 8¢ a roll! An ornate design in a tapestry effect generously highlighted in gold, that will gleam from your walls with its metallic richness . . . and make an interesting background for your furnishings . . . yet, is so practical in coloring that it won't soil quickly. Experiment in decoration by holding this sample against the wall . . . step back to get the full effect of its richness . . . Then, realize how little it costs!

### AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

**53A9219—SIDEWALL PAPER**  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 15¢

**53A49219—BORDER TO MATCH**  
3 inches wide. Shpg. wt., 1 oz. Per yard. . . . . 4¢

**53A9910—CEILING PAPER**  
Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . 15¢

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

7½¢ A SINGLE ROLL

COST FOR AVERAGE ROOM \$1.69

FADEPROOF  
SEMI-TRIMMED



SEARS, ROEBUCK AND CO.







# DIAGONALS FOR BACKGROUND INTEREST!

Here's a paper that has the quaintness of decades ago, but is treated in a modern manner that gives it a "different" look. Softly colored flowers entwine a lovely blue rope lattice . . . subdued so there are no sharp lines or splashes of color . . . with a softness that's restful. Papers at this low price rarely have such a generous silvery effect . . . but this whole design has an overlay of mica dots that gives an impression of mistiness. A splendid choice for your bedroom whether your woodwork or furniture is light or dark . . . or, if the rooms are large or small. You'll get a decorative effect much richer than the price of this wallpaper warrants. Check the chart below for the number of rolls you'll need!

**FADEPROOF**  
•  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

- 53 A 9207 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**
- 53 A 49207 — BORDER** See Border H, Page 5. 2½ inches wide. Shpg. wt., 1 oz.; Per yard. . . . . **4c**
- 53 A 9908 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.89

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9207

SEARS, ROEBUCK AND CO.







# A PRACTICAL CHOICE FOR BEDROOMS!

You'll search far and wide for a more practical paper! It's delicately colored . . . with dainty bouquets on a background of small diagonals. Light and fresh looking . . . yet, won't soil quickly . . . or lose any of its color . . . because it's FADEPROOF! Few papers at such a low price are so generously enriched with a silver effect . . . but this pattern has an overlay of mica in a floral motif that gives added grace and interest to the design. You accomplish much in choosing a paper like this for your bedrooms! It brings a spirit of airiness . . . has enough color to make the walls interesting . . . blends with any decorating scheme . . . is priced down to meet the most economical budget . . . is definite proof that only Sears can offer values like this!

- 53A9225 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**
- 53A49225 — BORDER** See Border D, Page 5. 2½ inches wide. Shpg. wt., 1 oz Per yard. . . . . **4c**
- 53A9910 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**

**FADEPROOF**  
•  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9225

SEARS, ROEBUCK AND CO.







# MUTED TONES COLOR THIS MODERN PLAID

Lots of color . . . so skillfully blended . . . so softly subdued . . . that there's a general effect of glowing softness from your walls! You can choose this design for any room in the house with perfect assurance of having an interesting background for your furnishings. Use it with equal success in large or small rooms . . . a splendid selection for your rooms with dormer windows . . . upstairs or downstairs . . . you'll find it works out beautifully with any decorative scheme. The border to match is shown on the other side of this page . . . see how it contrasts the plain sidewall with its diamond and floral motif . . . adds the right touch of color. Here's a paper that brings you lots of decoration . . . yet is priced to please the most thrifty shopper!

**FADEPROOF**  
**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

**53 A 9227 — SIDEWALL** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**  
**53 A 49227 — BORDER** 1½ inches wide. Shpg. wt., 1 oz. Per yard . . . . . **4c**  
**53 A 9910 — CEILING** Double roll of 16 yards; 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9227

SEARS, ROEBUCK AND CO.







# NEAT, CRISP, AND COLORFUL!

A design that "has everything" in the way of decoration! Copied from chintz, it carries the neat precision of the print . . . with crispness in its colorful motif of nosegays on a flock-dotted background. Few wallpapers have such infinite appeal . . . such lilting spirit . . . will bring you so much decoration for so little. It's bright, yet demure . . . gay, yet not bold . . . will make a charming and colorful background for your furniture . . . make you feel young in spirit, too! Best for your bedrooms . . . but, can be used successfully in other rooms as well. Suitable for large or small rooms . . . excellent for those with a dormer. You'll be proud of your ability as a decorator and with the smart effect you'll achieve with this design.

**53A9211 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds. . . . . **15c**

**53A49211 — BORDER** See Border X, Page 5.  $2\frac{1}{2}$  inches wide. Shipping weight, 1 ounce. Per yard. . . . . **4c**

**53A9908 — CEILING** Double roll of 16 yards, 18 inches wide. Shipping weight, 2 pounds. . . . . **15c**

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**$7\frac{1}{2}c$**  A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9211

SEARS, ROEBUCK AND CO.







# ADD A BOLD DASH OF COLOR!

Few designs are as versatile as this wallpaper designed to bring warmth to your rooms! Its colorful, bold design of bright leaves and flowers growing in a trailing allover effect on a mottled tan background, will bring new life and brightness into your home. You'll like it best in dark rooms, or rooms with dark furnishings and woodwork, where there is a definite need for a note of brilliant color. Best of all, whatever your decorative scheme is, "FLORAL FANTASY" will lend itself beautifully. Because of its coloring, it won't soil quickly . . . and because it is FADEPROOF, you can be sure that it will retain its brightness. You're buying lots of decoration when you choose this design for your home!

- 53 A 9209 — SIDEWALL** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**
- 53 A 39209 — BORDER** See border G, Page 5, 3 inches wide. Shpg. wt., 1 oz. Per yard . . . . . **4c**
- 53 A 9910 — CEILING** Double roll of 16 yards, 18 inches wide. Shpg. wt., 2 lbs. . . . . **15c**

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 8-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL  
COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF "FLORAL FANTASY" NO. 9209

SEARS, ROEBUCK AND CO.







# NO MATCHING PROBLEM WITH THIS DESIGN!

A colorful, all-over design with a muted effect that has a glowing quality . . . yet, is subdued enough to make an interesting, conservative background for your furnishings. An excellent choice for rooms where you have a pattern in the furniture, draperies, or rugs . . . or where you have many pictures for wall decoration. Won't soil easily . . . keeps its coloring because it's FADEPROOF! Choose from TAN (shown on the other side of this page) or GREEN, in which mottled tones of green predominate. Your choice of this design means practical walls at a low cost!

## SIDEWALL PAPER

53 A 9215—TAN

53 A 9215 G—GREEN

Double length roll of 16 yards, 18 inches wide.  
Shpg. wt., 2 lbs. . . . . 15c

## BORDER TO MATCH

53 A 49215—TAN

53 A 49215 G—GREEN

2¾ inches wide. Shpg. wt., 1 oz. Per yard. . 4c

## CEILING PAPER

53 A 9910—CREAM. Double roll of 16 yards,  
18 inches wide. Shpg. wt., 2 lbs. . . . . 15c

**FADEPROOF**

**SEMI-TRIMMED**

## AMOUNT AND COST PER ROOM

Allowance has been made in the chart below for the average door and window openings. We suggest you order an extra roll or two . . . for patching or repairing that may be needed. See Page 4 for more complete ordering information. This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting.

Size of Room 9-Ft. Ceiling	Double Rolls Sidewall	Double Rolls Ceiling	Yards of Border	Cost, Room, COM- PLETE
8x10 ft.	4	2	14	\$1.46
10x12 ft.	5	2	16	1.69
10x14 ft.	6	3	18	2.07
12x14 ft.	6	3	19	2.11
12x16 ft.	7	4	21	2.49
14x16 ft.	8	4	22	2.68
14x18 ft.	8	4	23	2.72

**7½¢** A SINGLE ROLL

COST FOR AVERAGE ROOM \$1.69

THIS IS THE BACK OF COLOR-PERFECT PATTERN NO. 9215

SEARS, ROEBUCK AND CO.







# 2 Qualities

OF THIS SEMI-TRIMMED, COLORFUL PAPER!

*Not Fadeproof*

★

*Fadeproof*

5c

SINGLE ROLL  
NOT SHOWN

Thrifty decorators recognize this paper as a real value! It's bright . . . colorful . . . suitable for any room in the house. Choose it for dark rooms, or rooms with dark furnishings where there is a definite need for a brilliant background. The 5c quality is the same weight as this sample, but it is NOT FADEPROOF. It is recommended for rooms that need to be papered frequently, or for spare rooms where a small expenditure is all you wish to make.

## SIDEWALL PAPER

53 A 9105—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

## BORDER TO MATCH

53 A 49235—See border R, Page 5. 2½ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9902—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

6c

SINGLE ROLL  
SAMPLE SHOWN

This is an actual sample of the 6c quality, which has an extra coating to make it FADEPROOF. The color you see here will remain as bright and fresh as the day the paper is hung on the wall. You can make no better choice of a low priced paper for your home. Suitable for any room in the house . . . it gives a colorful contrast to your furnishings. It costs but a few cents more per room to paper with this 6c quality . . . but you'll find it a better investment.

## SIDEWALL PAPER

53 A 9235—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

## BORDER TO MATCH

53 A 49235—See border R, Page 5. 2½ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9906—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

TO ESTIMATE THE AMOUNT OF WALLPAPER REQUIRED TO PAPER ANY SIZE ROOM SEE CHART ON PAGE 4.

This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet)<sup>1</sup> to save you waste in cutting. We quote the price of the single roll as well as the double roll, so you can easily compare prices with others . . . and see how much you save at Sears.

SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9235  
555-652







# 2 Qualities

OF THIS SEMI-TRIMMED, ALL PURPOSE PAPER!

*Not Fadeproof*

★

*Fadeproof*

5¢

SINGLE ROLL  
NOT SHOWN

An up-to-date version of the ever popular "plaster type" of paper. Very practical . . . and no matching difficulties, either, with this kind of design. Select it for any room where its "all-over" effect and carefully blended touches of orange and green are needed to create a soft, warm background. The 5c quality is the same weight as this sample, but is NOT FADE-PROOF. You can make no better choice for rooms that need frequent re-papering.

6¢

SINGLE ROLL  
SAMPLE SHOWN

It's easy to decorate attractively when you can buy such practical paper for only 6c a single roll. Best of all, this 6c quality has an extra coating that makes it FADEPROOF . . . so the colors you see in this sample will stay bright and fresh for years. Choose it for your downstairs rooms. It will blend with any kind of furnishings. The additional cost of 1c a roll for this fadeproof quality will pay for itself over and over again. Really, a smart economy!

## SIDEWALL PAPER

53 A 9103—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

## BORDER TO MATCH

53 A 49233—2¼ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9902—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 10c

## SIDEWALL PAPER

53 A 9233—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

## BORDER TO MATCH

53 A 49233—2¼ inches wide.  
Shipping weight, 1 ounce. Per yard. . . . . 3½c

## CEILING PAPER

53 A 9906—Double roll of 16 yards, 18 inches wide.  
Shipping weight, 2 pounds. . . . . 12c

TO ESTIMATE THE AMOUNT OF WALLPAPER REQUIRED TO PAPER ANY SIZE ROOM SEE CHART ON PAGE 4.

This paper is 18 inches wide, and is sold in double length rolls of 16 yards (48 feet) to save you waste in cutting. We quote the price of the single roll as well as the double roll, so you can easily compare prices with others . . . and see how much you save at Sears.

SEARS, ROEBUCK AND CO.

THIS IS THE BACK OF  
COLOR-PERFECT PATTERN NO. 9233

555-652



# TESTED TOOLS FOR BETTER and FASTER WORK

## 7 pc. PAPER HANGING TOOL KIT 95c

Largest and best kit of tools at anywhere near Sears low price. 12-in. Smoothing Brush with one row white 2-in. bristles. 6-in. Paste Brush with 2 rows 3 1/4-in. white bristles. Wall Scraper with 2 1/2 x 3 1/4-in. semi-flexible blade. Sharp 1 1/2-in. steel wheel Knife. Hard Maple Seam Roller. 3/4-in. Maple Plumb Bob and 20-ft. line. Carpenter's blue chalk and "How to Hang Wallpaper" instructions. All packed in convenient box. 53 A 1511—Complete tool kit. Shpg. wt., 1 lb. 12 oz....95¢

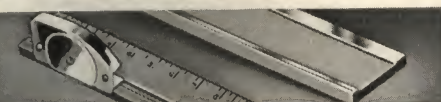


### SEARS MASTER-ART PURE WHEAT PASTE

Sticks better. Goes further. Works easier. Made of pure wheat. Has a higher adhesive strength than corn mixtures. Odorless and vermin-proof—mixes readily with cold water—spreads evenly. Will not sour. 2-lb. bag makes nearly 3 gals., enough for average room.

53 A 1581—State size wanted.

2-lb. Bag. Shipping weight, 2 pounds 5 ounces.....20¢  
5-lb. Bag. Shipping weight, 5 pounds 3 ounces.....49¢



### BARGAIN TRIMMER

2-in. tool steel wheel blade. 5-ft. grooved straight edge, marked in inches. No zinc strip. Usable on any straight edge with trimmer track. 53 A 1570—Shpg. wt., 3 lbs. \$1.49  
With 53 A 1579 metal straight edge. Shpg. wt., 6 lbs. \$2.59

### STRAIGHT EDGE

All metal. Nickel satin finish. Light weight, strong. Will not easily twist out of shape. Not graduated. 5 ft. long. Shipping wt., 5 lbs. 4 oz.  
53 A 1579....\$1.89

### SIMPLEX TRIMMER

Nickel plated case, bronze bearings. 2-in. quality steel wheel. 6-ft., 3-pe. laminated straight edge, rustproof trimmer track. Zinc strip included. 53 A 1573—Shpg. wt., 9 lbs. \$4.75  
53 A 1566—With metal straight edge. 53 A 1579—Shipping weight, 6 pounds 2 ounces. \$3.95

### LIFETIME TRIMMER

Same fine trimmer as in the Simplex outfit, but it comes with a better grade, 5-pe. laminated straight edge. 6 ft. long—channel brass bound—screwless construction, with zinc strip. Shipping weight, 9 lbs.  
53 A 1575.....\$5.95



### (A) Wheel Knife

2-inch circular blade of cutlery steel. 53 A 1510—Shpg. wt., 5 oz.33¢

### (B) Base Trimmer

1 1/2-inch serrated wheel-knife and 1 1/2-inch straight blade. 53 A 1518—Shpg. wt., 5 oz.35¢

### (C) Seam Roller

1-inch rock maple oval face. 53 A 1502—Shpg. wt., 5 oz.25¢

### (D) Trimming Knife

Half-elastic 3 3/4 x 1 1/4 inch blade. 53 A 1506—Shpg. wt., 4 oz.20¢

### (E) Wall Scraper

Half-elastic 2 1/2-inch blade. Tempered steel. 53 A 1520—Shpg. wt., 6 oz.10¢

### (F) Paperhanger's Shears

Lifetime quality Crucible tool steel blades; malleable handles. 53 A 1526—12 in. 7 1/4-in. cut. Shipping weight, 1 pound...89¢  
53 A 1525—10 in. 5 1/4-in. cut. Shpg. wt., 12 oz.....65¢

### Cast Steel Shears

Nickel plated blades. Bargain priced. 53 A 1524—12 in. 7 1/4-in. cut. Shipping weight, 1 pound...50¢

### (A) Base Trimmer

1 1/2-in. diam. circular blade. "Goose-neck" shank. 53 A 1507—Shpg. wt., 5 oz.43¢

### (B) Base Trimmer

Serrated wheel 1 1/2 inch diam. Arbor mounted at angle. Die cast nickel plated frame. 53 A 1515—Shpg. wt., 5 oz.53¢

### (C) Base Trimmer and Paper Knife

Serrated wheel, 1 1/2 inch diam. with 1 1/2-inch milled edge straight blade knife. Riveted handle. 53 A 1517—Shpg. wt., 5 oz.49¢

### (D) Large Seam Roller

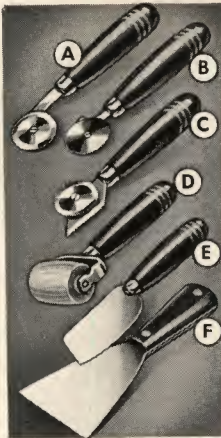
Rock Maple. 2 inches wide, oval face. 53 A 1503—Shpg. wt., 6 oz.39¢

### (E) Trimming Knife

Flexible blade. Keen edge. 3 3/4 x 1 1/4 in. 53 A 1505—Shpg. wt., 4 oz.25¢

### (F) Wall Scraper

3-inch half-elastic blade, taper ground. 53 A 1519—Shpg. wt., 5 oz.39¢



### COLD WATER SIZING

Mixes readily. Shows up hot spots in new walls to avoid discoloration. Use over old walls before papering. 1 lb. makes 6 qts.—enough for average room. Shpg. wt., 1 lb. 4 oz. 53 A 1585—1-lb. Pkg.....18¢

### WALL SIZING GLUE

Famous Peter Cooper brand. A dry ground glue that readily mixes with warm water. For plaster walls, woodwork, etc. 1 lb. sufficient for average room. Full directions. Shpg. wt., 1 lb. 4 oz. 53 A 1583—1-lb. Pkg.....28¢



### WALLPAPER CLEANER

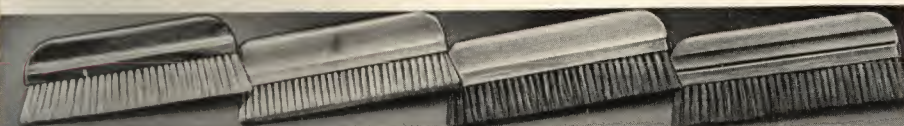
A dough-like compound that restores original color and brightness to wallpaper. Removes dirt, grease, dust and soot. Safe on any paper. One can cleans average room or about 4 window shades. Shpg. wts., 1 lb. 4 oz. and 3 lbs. 53 A 1595—12-oz. Can.....7¢  
53 A 1595—3 Cans, only.....19¢

### LIQUID WALLPAPER REMOVER

1 pint in 4 gal. of water enough for 2 av. rooms. Shpg. wt., 1 lb. 8 oz. 53 A 1591—1 Pint.....45¢

### POWDER WALLPAPER REMOVER

1 1/4-oz. pkg. for small room—3 pkgs. for large. Shpg. wts., 3 oz. and 6 oz. 53 A 1592—1 1/4-oz. Pkg.....10¢  
53 A 1592—3 Pkgs. for only...25¢



### BARGAIN SMOOTHER

Best smoother we have seen for such a low price. One row white stiff pure black sterilized horsehair. 2-in. long. set in smooth wood block. Measures 12 in. long. Shipping weight, 11 ounces. 53 A 1542.....17¢

### LOW PRICED SMOOTHER

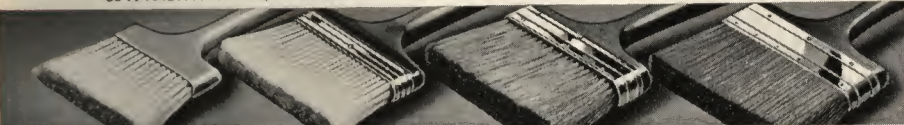
A good, reliable smoothing brush at a very low price. Made with two rows white Tampico fibers set in smooth wood block. 2-in. fibers. Brush is 12 in. long. Shpg. wt., 12 oz. 53 A 1540.....25¢

### "PREMIER" SMOOTHER

A medium priced smoothing brush that will do excellent work. Two rows medium stiff pure black sterilized horsehair. 2-in. trim. Width, 12 in. A special Sears offer. Shipping weight, 11 ounces. 53 A 1541.....55¢

### "POPULAR" SMOOTHER

Our most popular smoothing brush. Long lasting qualities. Has 2 rows black sterilized horsehair secured in handle with brass wire. 2-inch trim. Width, 12 in. Shipping weight, 11 oz. 53 A 1543.....98¢



### LOW PRICE BRUSH

Only at Sears can so little money buy such a good paste brush. 6 in. wide, 2 rows fibers, 3 1/4 in. long. Lacquer hardwood handle. Shpg. wt., 12 oz. 53 A 1530.....23¢

### "ECONOMY" BRUSH

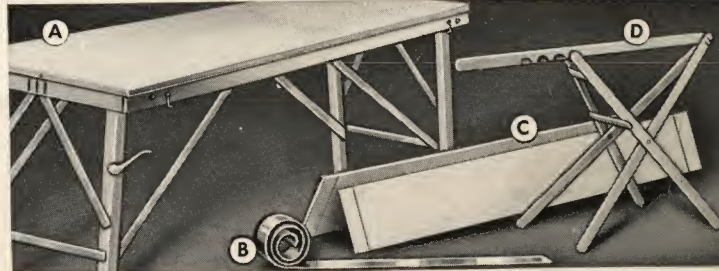
An exceptional value. 7 in. wide, 3 rows selected Tampico fibers 3 3/4 in. long. Hardwood handle, lacquer finish, nickel plated ferrule. Shpg. wt., 1 lb. 3 oz. 53 A 1531.....45¢

### "VALUE PLUS" BRUSH

Carries and spreads more paste. 7 in. wide, 4 rows of sterilized horsehair and fiber mixture. 3 3/4 in. long. Large hardwood handle, clear lacquer finish. Shpg. wt., 1 lb. 3 oz. 53 A 1533.....75¢

### UTILITY BRUSH

High quality, long service paste or kalsomine brush. 7 in. wide. Chinese bristle casing with mixed horsehair center. 3 1/4 in. trim. Bristles set in Bakelite. Shipping weight, 1 pound. 53 A 1537.....\$1.39



### (A) PROFESSIONAL PASTE TABLE

Genuine non-warping redwood. Tops one-piece boards. Non-creeeping. Inside length, 6 ft. Folds compactly with space inside for tools. Steel brace supports, zinc strip and straight edge rests. 6 ft. long and 22 in. wide when opened. 33 in. high. 53 A 1551—Shpg. wt., 24 lbs. \$5.95

### (B) ZINC STRIPS

Protects table top and insures cleaner cut. 3 in. wide. State choice of 6 or 7-foot length. Shpg. wts., 6 ft., 1 lb. 4 oz.; 7 ft., 1 lb. 8 oz. 53 A 1569—A length.....25¢

### (C) PASTE BOARDS

Excellent quality. Light weight, warp resisting. Made in 2 sections of clear 1/2-inch basswood with dowel connections. Measure 23 in. wide when opened. Offered in a choice of 2 lengths. Zinc strip included. Shpg. wts., 14 lbs. and 16 lbs. 53 A 1557—6-ft. Mailable....\$3.25  
53 A 1559—7-ft. Mailable....\$3.69

### (D) TRESTLES

Improved, easy folding type made of oil dipped clear maple. Constructed with improved type free action top joints. Very sturdy. Attachable straight edge rests included. Top bar measures 36 in. wide. Ht. adjustable from 29 in. to 33 in. Shpg. wt., pair, 6 lbs. 10 oz. Best on the market. 53 A 1563—Pair.\$1.65





# Genuine WALL OILCLOTH for 1/4 Less

**39¢** PER YARD

**YOUR CHOICE ANY PATTERN**

**\$4<sup>20</sup>** 12 YARD ROLL

Extra fine quality. Use in kitchens, pantries, bathrooms or nurseries, or wherever you want waterproof washable walls. Resists grease and dirt for years. Fadeproof, too! Covers and holds unsightly, cracked walls. Hang like wallpaper but use slightly thicker paste. *How to order:* Divide number of square feet to be covered by 12 to find number of yards needed. All wall oilcloth is 48 in. wide. All borders are 2 in. wide. 12-yard roll contains 144 sq. ft.

## Green Tile Pattern

Frieze (upper); and wainscoting (lower) with border printed on top and bottom. Each 48 in. wide. A pattern that can be used in any room. Shpg. wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 14 lbs.  
53 A 1654—Upper. Per Yd. . . . . 39¢  
53 A 1656—Lower. Per Yd. . . . . 39¢

## Popular Stripe and Tile Pattern

Frieze (upper); and wainscoting (lower) with border printed on top and bottom. Each 48 in. wide. Ideal for use in any room. Shpg. wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 14 lbs.  
53 A 1619—Upper. Per Yd. . . . . 39¢  
53 A 1620—Lower. Per Yd. . . . . 39¢



## Bathroom Shown Below

Upper Frieze as shown. Wainscoting with borders printed at top and bottom. Both are 48 inches wide. Smart and practical in either bathrooms or kitchens. Shpg. wt., 1 yard, 1 lb. 6 oz.; 12-yard roll, 14 lbs.

53 A 1615—Upper. Per Yd. . . . . 39¢

53 A 1640—Lower. Per Yd. . . . . 39¢

## SIDEWALLS AND BORDERS THAT MAKE COLORFUL ROOMS—SEE "HOW TO ORDER" ABOVE

- (A) 53 A 1612—Smooth finish. Per Yard. . . . . 39¢
- (B) 53 A 1668—Smooth finish. Per yard. . . . . 39¢
- (C) 53 A 1611—Embossed Dull finish. Per yard. . . . . 39¢
- (D) 53 A 1636—Embossed Dull finish. Per yard. . . . . 39¢
- (E) 53 A 1604—Smooth finish. Per yard. . . . . 39¢
- 53 A 1603—Same as 53 A 1604. Embossed. Per yard. . . . . 39¢
- (F) 53 A 1662—Smooth finish. Per yard. . . . . 39¢
- (G) 53 A 1602—Smooth finish. Per yard. . . . . 39¢
- 53 A 1601—Same as 53 A 1602. Embossed. Per yard. . . . . 39¢
- (H) 53 A 1609—Smooth finish. Per yard. . . . . 39¢
- (J) 53 A 1606—Smooth finish. Per yard. . . . . 39¢
- 53 A 1605—Same as 53 A 1606. Embossed. Per yard. . . . . 39¢
- (K) 53 A 1600—Canvas. May be tinted or used as base for paper. Shipping wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 12 lbs. Per yard. . . . . 33¢
- 12-yard Roll. . . . . \$3.59
- (L) 53 A 1610—Smooth finish. Per yard. . . . . 39¢
- (M) 53 A 1663—Smooth finish. Per yard. . . . . 39¢

- (N) 53 A 1632—Smooth finish. Per yard. . . . . 39¢
- (P) 53 A 1618—Smooth finish. Per yard. . . . . 39¢

## BORDERS TO MATCH—ONLY 9¢ A YARD

- (A) 53 A 2641—Green as shown on patterns A and B
- (E) 53 A 2643—Tan as shown on patterns E and J
- (G) 53 A 2649—Silver, Red and Black as on pattern G
- (N) 53 A 2645—Tan Diamond as on patterns N and P

## USE PLAIN PATTERNS FOR SMART CEILINGS

Any of the above plain patterns make lovely ceilings for use in combination with the figured sidewalls. Just the thing to hide cracks and prevent plaster from falling.

**Widths and Shipping Weights:** All above patterns are 48 inches wide. Shipping weight, 1 yard, 1 pound 6 ounces; 12-yard roll, 14 pounds.

## Kitchen

### Shown Below

Plain Upper Frieze as shown. Wainscoting with borders printed at top and bottom. Both are 48 inches wide. Smart and practical in either bathrooms or kitchens. Shpg. wt., 1 yard, 1 lb. 6 oz.; 12-yard roll, 14 lbs.

53 A 1606—Upper. Per yd. . . . . 39¢

53 A 1616—Lower. Per yd. . . . . 39¢

554

## Fruit Harvest

A smooth finish colorful, modern sidewall. Gay and cheerful. Shpg. wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 14 lbs.  
53 A 1648—Per yd. . . . . 39¢

## Swan Pattern

Dull embossed finish for bathrooms and kitchens. Shpg. wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 14 lbs.  
53 A 1665—Per yd. . . . . 39¢

## Scenic Tile

An all purpose sidewall that's fine for kitchens or any room. Shpg. wt., 1 yd., 1 lb. 6 oz.; 12-yd. roll, 14 lbs.  
53 A 1646—Per yd. . . . . 39¢

## A Cedar Closet for 1/10 the Cost

Have a cedar closet without the expense or bother of building it. Paper your closets and line your dresser drawers with this wallpaper made from real cedar wood. Sold in double rolls 16 yards long, 18 in. wide (72 sq. ft.)—enough for the average closet. Shipping charges prepaid.  
53 A 8599—Double Roll. . . . . \$2.00

